



CITY of BRISBANE

Public Art Advisory Committee Agenda

Tuesday, April 27th, 2021 at 3:30PM • Virtual Meeting

This meeting is compliant with the Governors Executive Order N-29-20 issued on March 17, 2020 allowing for deviation of teleconference rules required by the Brown Act. The purpose of this is to provide the safest environment for staff, committee members and the public while allowing for public participation. The public may address the committee using exclusively remote public comment options.

TO ADDRESS THE COMMITTEE

The meeting will be an exclusively virtual meeting. The agenda materials may be viewed online at www.brisbaneca.org at least 72 hours prior to the meeting.

REMOTE PUBLIC COMMENTS

Meeting participants are encouraged to submit public comments in writing in advance of the meeting. The following email and text line will be monitored during the meeting, and public comments received will be read into the record during Public Comment or during an Item.

Email: aibarra@brisbaneca.org

Text: 415-407-2675

Call-in number during the meeting for oral communications: 1-669-900-9128

Meeting ID: 959 4274 4443 (After entering the meeting ID and pressing #, simply press # a second time to enter the meeting waiting room. No participant code is required. Please wait on the call until a Committee or Staff Member announces that the phone line is open. Dial *6 to mute/unmute and dial *9 to "raise hand")

PUBLIC MEETING VIEWING

Public Meetings may be viewed live by joining the Zoom Meeting listed below. Please follow guidelines above for Public Comments.

Join Zoom Meeting: <https://zoom.us/j/95942744443?pwd=UVdzVlVSeUFFSUtwR0ZQTnBnSEVvUT09>

Meeting ID: 959 4274 4443

Passcode: 928581

Use Computer Audio to listen to the meeting or Call: +1 669-900-9128

SPECIAL ASSISTANCE

If you need special assistance to participate in this meeting, please contact Angel Ibarra at (415) 508-2109. Notification in advance of the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

COMMITTEE MEMBERS:

Mayor Cunningham, Councilmember Davis, Park & Recreation Commissioner Bologoff, Park & Recreation Commissioner Greenlee, Committee Member D. Davis, Committee Member Grossman, Committee Member Olivier-Salmon

PRESENTATIONS AND DISCUSSION ITEMS

- A. Consider Next Steps for Skatepark Mural
- B. Discuss Implementation Guidelines
- C. Receive an Update on the Midtown Mural
- D. Begin Discussion About Baylands Public Art Guidelines

PUBLIC COMMENT**ADJOURNMENT**

A.

File Attachments for Item:

A. Consider Next Steps for Skatepark Mural



MEMORANDUM

To: Public Art Committee
From: Stuart Schillinger, Assistant City Manager
Subject: Skateboard Park Mural Project
Date: April 27, 2021

Community Goal/Result

Community Building

Purpose

To improve the quality of life within the community by stimulating creativity and imagination, adding a unique human quality to the community environment, and enriching public spaces through works of art.

Recommendation

Provide staff direction on the next step for the mural at the skateboard park.

Background

On March 7, 2019, the City Council approved \$25,000 from the Public Art fund to be used to place art on or near the quarter pipe wall facing Old County Road. The City Council subsequently appointed two additional members of the public to the Art Selection Committee. The City sent out a request for proposals for artwork located at the Skateboard Park using the Quarter Pipe Wall for the piece of art. The Proposal called for a piece of art, which was representative of the community and meaningful to the patrons of the Park. It further stated, "Although there is no theme for this piece, please note that this piece will be seen by our Community Park users which is located directly across the street as well as most people who come into and out of the City since the skateboard park is located at one of the main entrance points to the City. All styles of art will be considered from strict representational to abstract."

The Committee reviewed eight proposals. From these eight, they narrowed it down to three artists with whom they conducted in-person interviews.

On October 3, 2019 the City Council selected Gaelen Smith of Science and Company to design and install the mural at the skateboard park.

The Public Art Selection Committee met multiple times before recommending the attached mural for installation at the Skateboard Park.

On June 10, 2010, the Parks and Recreation Commission reviewed the Public Art Selection Committee's recommendation. The Commission voted to disapprove the Public Art Selection Committee's recommendation. The Commission voted to recommend the City Council start the process over so that a new piece of art that is reflective of both the community and reflective of recreation and something that has the right balance between welcoming folks into the community and the recreation we seek to represent.

Discussion

The Art Selection Committee determined that the art piece is reflective of the entire community in a number of facets. It shows the diversity of the community with the gathering of people on the left side of the piece. It shows a stylized map of Central Brisbane. It has flora and fauna native to San Bruno Mountain. It also highlights a skateboarder. Tying the piece together is a block lettering of Brisbane. The Public Art Selection Committee enjoyed the complexity, bold colors, and overall motif of the piece. The Selection Committee thought the art piece represents the community and speaks to the whole community. They also enjoyed the layers of the art piece so it has one visual impact when seen at a distance and another when viewed up close.

The Parks and Recreation Commission expressed concern that given the focus on diversity and inclusion the older male figure does not send the message the City wishes to express. The Commission also felt that the overall piece did not speak to the recreational activities offered on the site of the mural (skateboarding and basketball) nor reflective to the park across the street where people would view the art piece from. Some members suggested it was a nice advertisement for the City as a whole but that should not be what this particular piece of art should be about.

The Art Advisory Committee should discuss this next step to take with the proposed mural project.

Possible alternatives are:

- 1) Direct staff to return to Council with the original piece of art for further direction with the acknowledgment that the Parks and Recreation Commission was recommending against it.
- 2) Direct staff to re-engage with the Artist to determine if the portion with the people can be redesigned to show a more inclusive grouping of people. If it is redesigned, bring the piece back to Public Art Committee for approval and recommendation to the City Council.
- 3) Direct staff to return to Council to inform them that the Parks and Recreation Commission would like to see a mural which is more reflective of the skateboard park and request that a new proposal be distributed.

Fiscal Impact

The City has allocated \$25,000 for this mural. The artist has been paid \$10,000 to date and another \$15,000 will be paid on acceptance of the final design. If the City Council wishes to go out for a new mural a new budget should be set.

Measure of Success

The City commissions a piece of public art for the Skateboard Park, which stimulates the community's creativity and imagination, and enriches the public space.

Attachments

- 1) Proposed mural

Stuart Schillinger

Stuart Schillinger, Assistant City Manager

Brisbane Skate Park Mural

Gaelen Smith

Creative Director

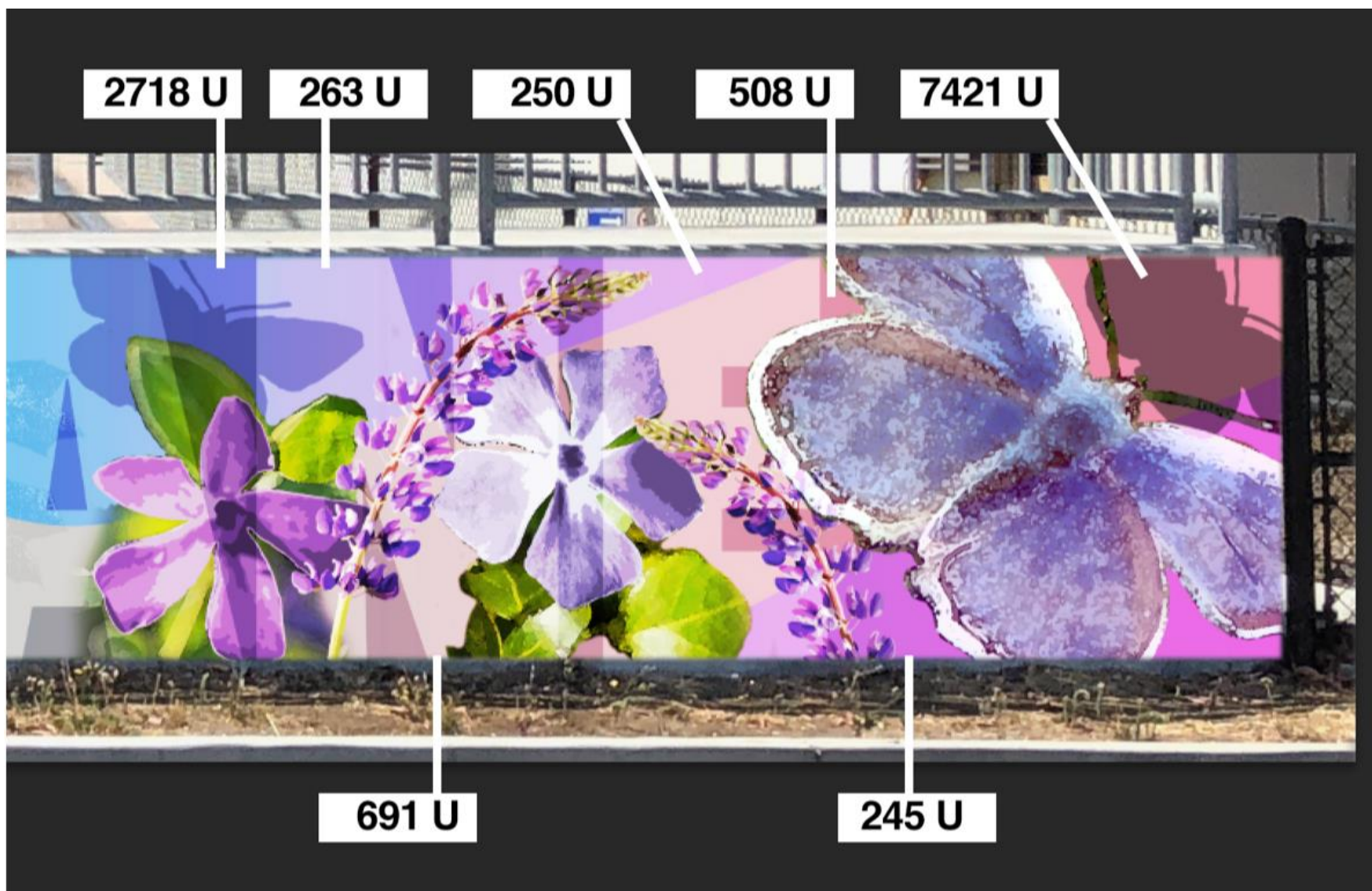
Science and Company Murals

415-818-1113

www.scienceandcompany.com







B.

File Attachments for Item:

B. Discuss Implementation Guidelines

Public Arts Implementation Guidelines

City of Brisbane

Purpose:

The City of Brisbane adopted a Public Arts Ordinance in 2014 in order to increase citizens' appreciation of art, to improve quality of life, and to enhance Brisbane's identity as a unique community within the greater Bay Area. Additionally, public art should stimulate creativity, imagination, and add a unique human quality to the community environment and enrich public spaces. A city rich in art becomes an outdoor cultural museum accessible to everyone.

Public art can and should be an integral part of the design and the planning process of development.

Goals:

1. **Community Involvement** – A community develops a specific identity and character over time. Residents are uniquely qualified to provide insight into the types of public artwork that are best suited for the community. Those who reside in the community are encouraged to participate in the selection process of public art pieces by participating at public meetings.
2. **Diversity of Art** – The collection should be diverse in its representation of artists and artistic styles and be reflective of the ethnic and cultural diversity of the community.
3. **Creation of Sense of Place** – Art is important to our common experience because it brings focus, importance, and cohesion to public spaces. Public art develops images and provides experiences that reflect the historical and cultural essence of a community. Public art transforms public spaces by giving them a context and relevance and making them places of community interest and pride. Public art has the potential to improve the appearance of an entire business block; to heighten the ethnic, historical or cultural aspects of the community and to attract foot traffic to an area that formerly had little or none.
4. **Artist Participation** – By encouraging collaboration between artist, architects, and engineers we can provide an aesthetic dimension that expands possibilities for creating public spaces for the community.

Definitions:

- **Artist:** An individual or team of individual artists whose body of work and professional activities demonstrate serious ongoing commitment to the fine arts. Members of architectural, engineering, design or landscaping firms retained for the design and construction of a development project covered by these Guidelines shall not be considered artists for the purpose of meeting the requirement to provide public art.
- **Arts professional:** An individual who works in the fine arts field (such as arts consultant, fine arts curators, fine arts collectors, art critics, or art educators).

- **Artwork or work of art:** All forms of original creations of visual arts, including but not limited to: 1) sculpture in any material or combination of materials; 2) painting- all media including portable and permanently affixed works, such as murals and frescoes; 3) graphic arts- print making and drawing; 4) mosaics; 5) photography; 6) crafts in clay, fiber and textiles, wood, metal, plastics and other materials; 7) calligraphy; 8) stained glass; and 9) mixed media – any combination of forms or media, including collage.
- **Artwork cost:** Artwork cost is the total amount budgeted by the City for a public artwork project.
- **Building valuation:** The total dollar amount of all construction permits for the same development project using the latest building valuation data as set forth by the International Conference of Building Officials (ICBO) building valuation.
- **Conceptual design plan:** The initial phase of the approval of public artwork that includes review of the artist's or artist team's qualifications, conceptual artwork design, and artwork location.
- **Design:** Artwork detailing project design, including scale drawings within site context, sealed by an engineer, if required.
- **Fabrication:** A detailed description of the methods of fabrication as well as any uncommon or unusual details regarding the approach to creating an artwork piece.
- **Final design plan:** The final phase of the approval of public artwork that involves consideration of a highly defined proposal that conforms to the concept previously considered and approved by the Committee.
- **In-lieu contribution:** In place of an approved artwork on the site, a developer may elect to pay to the City an amount equal to the program allocation set forth in the Public Arts Ordinance. In-lieu fees shall be submitted to the City and deposited into the Public Art Fund before issuance of a building permit for the development project except when a different time period is approved by the Community Development Director and Parks and Recreation Director.
- **Installation:** A detailed description of the installation procedure if the artwork will not be fabricated directly on the selected site. Installation would include the construction of any required footings or foundation.
- **Public art:** Any permanent display of a work of visual art that was specifically designed to be located on a site where it would be easily accessible to the public, either on private or public property within the City of Brisbane.
- **Public art advisory committee:** A committee made of 2 Parks and Recreation Commissioners as designated by the Parks and Recreation Commission, 2 Council Members (the Council's Parks and Recreation Commission Liaisons), and 3 Brisbane Community members, appointed by City Council. The Community members shall serve two year terms and one of whom will be professionally engaged in the art community, one of whom will be an employee or owner of a business located in Brisbane, and the other member may be either a resident of Brisbane or an owner or employee of a business located in Brisbane. Members of the Public Art Advisory Committee will be ineligible to propose public art projects while they serve on the Committee and for 1 year after they leave the Committee.

- **Public art fund:** An interest-bearing account that is managed by the City Manager, or designee, into which public art funds, including donated funds, in-lieu funds and/or public art grant funds are deposited.
- **Public art selection committee:** Used for publicly installed art works. The Public Art Selection Committee will have no more than 9 members in considering any particular publicly installed art works. The Public Art Selection Committee will be the members of the Public Art Advisory Committee, as supplemented, by up to one or two additional members who either work or live within the neighborhood of the proposed site of the public art. The need for additional members of the public will be recommended to the City Council at the time a proposed project is brought forward to the City Council. The Public Art Advisory Committee will determine who those members for any particular public art shall be. The Public Art Selection Committee may also consult at no cost to the City with or recommend to the City Council that the City contract with, an art professional to assist the Committee with the selection process.
- **Public place:** An interior or exterior area on public or private property that is easily accessible by and highly visible to the general public.

General Procedure:

Public artwork is limited to permanent visual works of art, as opposed to performing, written, or temporary art. Visual art includes but is not limited to, murals, sculptures, artist-designed landscape features, streetscape features, earthworks, environmental installations, and water and digital displays.

Any money donated to or collected through the Building Permit process will be deposited in the Public Art Fund. The City Manager, or designee, shall administer the funds and establish accounting records according to Generally Accepted Accounting Principles (GASB). The City Manager or designee will authorize all disbursements from the Public Art Fund. The account shall not be added to the City's General Fund.

The process for selecting the public piece to be installed will depend on whether or not the artwork is commissioned by the City of Brisbane or by a private person or entity.

All privately installed Public Art will be reviewed by a Public Art Advisory Committee. The Public Art Advisory Committee is responsible for reviewing and making decisions on conceptual design plans submitted by a developer of a project subject to the public art requirement.

Additionally, on an annual basis the Public Art Advisory Committee will meet to review the balance of funds in the Public Art Fund to determine if they should propose any projects be initiated and commissioned by the City.

The Public Art Advisory Committee shall ensure all public art projects meet the program criteria and guidelines for selection of an artist or artist team, artwork, and artwork location established in this procedure before submittal of the Final Design Plan to the Parks and Recreation Commission.

The following procedure will be used to review and approve public art projects:

Privately Installed Public Art

1. The project contact will meet with the designated staff from the City prior to submitting concept design plans.
2. The developer must contract the services of an artist for any public art project. The developer will provide the work vitae of the art consultant or artist.
3. Proposals must include preliminary sketches, photographs, or other documentation of sufficient descriptive clarity to indicate the nature of the proposed work.
4. An appraisal or other evidence of the value of the proposed artwork, including acquisition and installation costs. If the value of a proposed artwork (by past records of comparable work sold, etc.) cannot be verified, City staff may choose to have the artist's proposal and or/other completed works appraised by a qualified art appraiser selected by the City. The developer will pay up front for any art appraisal service fees. This expense will be deducted from the total artwork allocation cost.
5. Preliminary plans must contain such detailed information as may be required by the Public Art Advisory Committee to adequately evaluate the location of the artwork in relation to the proposed development, including compatibility with the character of adjacent conforming developed parcels and existing neighborhood if necessary.
6. A preliminary budget must show the proposed public art project is consistent with the public art ordinance requirements.
7. Within 30 days of receiving a complete application the Advisory Committee will hold an open meeting to discuss the proposed project. The meeting will be noticed to all properties within 1,000 feet of the property and posted as required by law. With the agreement of the developer the meeting may take place more than 30 days from receiving the complete application.

The proposed artwork project will be reviewed using the following criteria as applied to the supporting documentation and past projects: Artistic quality (vision, originality, and craftsmanship); Context (architectural, historical, geographical, and socio-cultural context of the site); quality and permanency of materials; maintenance; safety; diversity of artists; representation in the existing collection of publically-accessible artworks; and diversity of artworks(media, scale, style, intention) in the existing collection of publicly accessible artworks.

8. The Public Art Advisory Committee will make a recommendation on the proposed artwork to the full Parks and Recreation Commission. Following the approval by the Public Art Advisory Committee the artist will refine the objectives and the conceptualized plan if needed.
9. The Parks and Recreation Commission will publicly review the proposed artwork project at its next meeting.
10. The Parks and Recreation Commission will make a recommendation to the City Council on the proposed artwork project.

11. The City Council will have the final approval for any public artwork project. If the Council does not approve the proposed project it can either refer the item back to the Advisory Committee, or Parks and Recreation Commission for reconsideration.
12. All cost of maintaining a privately installed Public Art work will be the expense of the private entity unless the City accepts the Public Art piece as a donation.

Public Installed Public Art

1. The Public Art Advisory Committee will recommend to the the City Council the amount of money from the Public Art Fund to be used on any publicly installed public art pieces and the breakout between Administrative and Maintenance costs of the project. The Public Art Advisory Committee will also recommend a location for the art project, type of artwork when appropriate, if there is a need to supplement the Public Art Advisory Committee with community members, and method calling for artists.
2. The Council will approve available funds for the artwork and solicit members to be part of an Art Selection Committee, if needed.
3. The selection committee shall select an artist, or group of artists, through a public process using one of the following methods:
 - a. Request for qualifications (RFQ)
 - b. Request for proposals (RFP)
 - c. Invitational competition.
4. The City Council shall make a decision on the Art Selection Committee's recommendations on the artist or artist group.
5. The Art Selection Committee and the appropriate City staff, as needed for the particular project, shall meet regularly with the selected artist, or group of artists, in developing the Conceptual Design Plan that meets the artwork and location criteria.
6. Once the Conceptual Plan has been approved by the Art Selection Committee, the artist or artist's team shall refine the project objectives and the Conceptual Design Plan according to the direction of the Art Selection Committee. The artist or artist team shall submit to the Parks and Recreation Commission a Final Design Plan (including final narrative, budget, and anticipated maintenance plan and installation schedule) and a two-or three dimensional models with sample materials and dimensions. The budget must detail art consultant fees, artist fees, and fabrication, transportation, installation, and maintenance expenses. The budget exclusive of the maintenance expenses shall be equal to the total amount to be expended on the proposed artwork.
7. After the Final Design has been submitted to the Commission, the artist, or artist team, shall make a presentation of the final design to the Commission for review and approval. Representatives from other City departments and any stakeholder groups will be invited to attend the Commission meeting and participate in the review. The Parks and Recreation Commission will make its recommendation to the City Council on the Final Design.
8. The Final Design will be approved by the City Council.

Use of Funds

All funds appropriated for public art will be deposited in the Public Art Fund. The City Council shall authorize projects for funding as prescribed in the public art implementation guidelines. In circumstances where it is not feasible to incorporate artistic features into a particular project, such money will be pooled and used for art in other projects. Disbursements shall be made in connection with projects approved by City Council. Nothing herein prohibits the City from soliciting or receiving grants, donations, bequests or gifts from private or public sources.

For individual pieces of art the Art Advisory Committee will recommend, to the City Council, what percentage of the funds will be set aside for the Public Art, Maintenance, and Administration and Education based on the guidelines below.

1. Public Art Funds

No less than sixty-five percent (65%) of the money fees collected shall be directed for Public Art Acquisition and may be spent for the following purposes:

- a) Artists' services and fees.
- b) Acquisition of art.
- c) Artist selection processes, including jury selection costs and model or design fees.

No more than fifteen percent (15%) of the money collected may be directed for Maintenance and curatorial services

- a) Identifying plaques
- b) Repair, maintenance, surveys, curatorial services, and other conservation work necessary to keep all artworks in the City collection in standard condition

No more than twenty percent (20%) of the fee may be directed for Public Art Administration and maybe spent for the following purposes:

- a) Project administration.
- b) Community education programs, publicity, dedications, and other purposes as recommended by Parks and Recreation Commission and approved by the City Council.

Attachment 2

