

**CITY COUNCIL AGENDA
STAFF REPORT**

Agenda Date: 9/20/10

Reviewed by: BP

Subject: **Resolution # 2010-38** - Adoption of the Albany Public Arts Master Plan

Report By: Isabelle Leduc, Recreation Supervisor

ARTS COMMITTEE AND STAFF RECOMMENDATION

That Council approve Resolution #2010-38 to adopt the City of Albany Public Arts Master Plan.

BACKGROUND

In October 2007, the City of Albany adopted the Art in Public Places Ordinance. The purposes of the Ordinance are to promote the acquisition, construction, installation, restoration, and maintenance of public art pieces in Albany that will foster creativity, freedom of expression, cultural awareness, civic pride, and strong sense of community.

The key source of funding established by the ordinance is a 1.75%-for-art fee on new developments over \$300,000. This fee requirement can be satisfied with inclusion of public art in each project directly or paid into a Public Art Fund, to be used in focused areas throughout the city.

To develop a reasonable and responsive guide for the implementation of the Art in Public Places Ordinance, the Albany Arts Committee recommended the creation of a Public Arts Master Plan. In October 2009, Huss/Laczko Consultants were hired to draft the Public Arts Master Plan with the Arts Committee. The consultants conducted a comprehensive physical survey of the City to identify key sites for the display of public art.

To elicit input, the consultants held two workshops with the Arts Committee, as a publicly noticed special session November 9, 2009 and Monday, April 12, 2010. Informal interviews were conducted with stakeholders identified by the Arts Committee. A presentation board was also displayed in the Albany Community Center Foyer in January 2010 expressing the work underway and inviting general public response and input. The Public Arts Master Plan was presented to the Planning and Zoning Commission June 8, 2010 and to the Parks and Recreation Commission June 10, 2010. The Final Draft of the Public Arts Master Plan was presented to the Arts Committee for approval July 12, 2010.

DISCUSSION

Well-executed public art can create a sense of place, a focal point and a destination. While the general “how” is outlined in the ordinance, the Albany Public Arts Master Plan creates a “roadmap” with planned uses for key sites and established priorities that reflect the community’s particularities. The core of the plan is a survey of sites by geographic location where opportunities for public art could occur. For each sites, criteria has been established such as site ownership, funding source, time (permanent or temporary art) and media such as sculpture, flatwork, tile, mural, glass and media art.

The Albany Public Arts Master Plan offers a proactive vision for public art that can complement other planning processes and efforts. It will be used by the Albany Arts Committee to enliven Albany with works of visual and media arts and thereby enrich the lives of its citizens.

Also included in the Master Plan are programs that the Arts Committee administers. More research is needed for the mural and banner programs. Staff requests that the Public Art Master Plan be approved without the mural and banner programs included.

FINANCIAL IMPACT

The implementation of a strong and enduring Public Arts Master Plan will help expend and administer funds for art in public places with vision and responsibility.

SUSTAINABILITY IMPACT

The creation of a comprehensive Public Art Master Plan is based on an understanding of the historical and cultural influences that exist in Albany, as well as knowledge of its natural and built environments.

Attachment A – Resolution #2010-38

Attachment B – Albany Public Arts Master Plan