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foothill community built on California's rich gold rush history*



City Manager's Report
May 14, 2024, City Council Meeting
Prepared by: Cleve Morris, City Manager
Item #: 12.2

Subject: Consider adoption of the Public Art Master Plan prepared by Arts and Culture El Dorado for the City of Placerville.

Recommendation: Adopt a resolution approving the Placerville Public Art Master Plan.

Purpose: The purpose of the Public Art Master Plan is to establish guidelines to encourage public art and to establish procedures for art in public places.

Strategic Plan Strategy: Maintain and Improve Quality of Life
 4) Strategy – Encourage and provide space for public art.

Background: In 2022, Arts and Culture El Dorado (ACED) and Placerville City Council agreed to commission a public art plan to establish a vision, standards, and funding strategies for art on public property that may come before the City Council. The plan would build upon elements of the City's planning documents, including 1990 community design standards and public art guidelines, and help fulfill an element of the City of Placerville's 2022 Strategic Plan -- to provide and maintain vibrant public spaces, events, and programs, ensure a well-designed and protected City infrastructure, and encourage and provide space for public art.

Based upon the City's interest in a public art plan, ACED applied for and received a grant from the National Endowment for the Arts to hire Art Builds Community (ABC), a California-based public art planning firm, to develop the plan. The City also contributed funding to support the planning process.

ABC consulted with a wide cross-section of individuals and organizational representatives to develop a plan and a process to acquire and install public art at parks and other City sites. ABC's methods focused on broad community engagement and included historical research, site visits, interviews, focus groups, community meetings, and a popup event at the farmers' market. The ideas incorporated in this plan originated directly from the people who contributed to the conversation. The plan also includes detailed policies and protocols for review and adoption by the Recreation and Parks Commission, Planning Commission, and City Council.

During the planning process ABC reviewed City documents establishing goals for public art, development, parks, and design. The team visited and toured Gold Bug Park and Mine, the El Dorado County Historical Museum, and all of Placerville's parks and trails. They visited

neighborhoods and retail areas. In addition, ABC conducted interviews with groups of individuals on June 8 and 9, 2023 including:

- City Staff
- Elected Officials
- Historians
- Arts Organization Representatives
- Businesspeople
- Multicultural Leadership
- Community Leaders
- Community Members

ABC also led a community meeting attended by over 60 individuals on July 31, 2023, and an arts-based popup event at the Farmers Market on August 2. A second community meeting was held on December 11, 2023. Discussions from these meetings helped craft the Draft Plan as presented.

On April 9, 2024 the City Council reviewed the plan and provided initial comments. The Council also requested that the plan be reviewed by the Planning Commission and the Recreation and Parks Commission and then brought back to City Council for consideration. On April 16, 2024 the Planning Commission reviewed the plan and were asked to submit comments by May 6, 2024. The Recreation and Parks Commission met on April 17, 2024 and reviewed the plan. The Commission provided comments to staff on the Plan which have been incorporated into the document.

Discussion: On May 7, 2024, staff met with ACED and reviewed all comments received from the Planning Commission and the Recreation and Parks Commission. In addition, staff addressed comments expressed by the Council on April 9, 2024 at their meeting.

The attached draft document has been amended to include the comments received where appropriate. It is staff's recommendation that only the Master Plan be adopted at this time and the Appendix 3, Draft Public Art Policies and Procedures be brought back at a future date for final adoption. There are several items in the Policies and Procedures that staff feels need more discussion and analysis however we have also recommended changes to that document at this time. These include the makeup and organization of the Advisory Committee and the potential funding mechanisms.

Following are the recommendations proposed by the plan. Additional initiatives are included in the plan. Staff concurs with the recommendations.

1. Support local artists to create work in the public realm.
2. Commission art to illuminate Placerville's many histories, told and untold.
3. Integrate art with the natural environment.
4. Celebrate Placerville's historic architecture.

5. Commission art that enhances place and enlivens retail areas.
6. Build partnerships between ACED and other community-based organizations to expand engagement with public art.
7. Include art in the design of all public construction projects where feasible.
8. Adopt clear guidelines, policies, and procedures for developing art on public property:
9. Consider new funding sources to support public art:
 - a. Initiate a percentage of the valuation of new private developments for art in Placerville (for example: 0.6% of valuation up to \$100K; 0.3% of valuation over \$100K to \$500K; and 0.1% of valuation over \$500K)
 - b. Increase the City's Transient Occupancy Tax from 10% to 12% to support public art.
 - c. Pursue grants built on partnerships with other community and environmental organizations such as MORE, Save the Graves, American River Conservancy, etc.
 - d. Seek funding from state and national agencies including National Endowment for the Arts, California Arts Council, National Endowment for the Humanities, Cal Humanities as well as environmental and forestry programs.
 - e. Build partnerships with government agencies including El Dorado County Irrigation District, El Dorado Fire Safe Council, Placerville Fire Safe Council, El Dorado County Health & Human Services, and El Dorado Transit to use art to enhance their missions.

Options:

1. Adopt the resolution and master plan as recommended by staff not including Appendix 3.
2. Make changes to the master plan and adopt the plan.
3. Adopt the Plan including Appendix 3.
4. Do not approve the master plan at this time and provide further direction to staff.

Environmental:

This program does not qualify as a project under the California Environmental Quality Act (CEQA) and therefore no Environmental Statement is necessary.

Cost: The City made a contribution of \$15,000 toward the Master Plan. Implementation of the plan will require additional funding that will be derived from resources as outlined in the report.

Budget Impact: The \$15,000 contribution was included in a previous budget. No further budget impact is anticipated at this time. Funding for implementation of the plan will be included in future budgets.

A handwritten signature in blue ink that reads "M. Cleve Morris". The signature is written in a cursive style and is positioned above a horizontal line.

M. Cleve Morris, City Manager

Attachments:

Att. A: Resolution

Att. B: Draft Plan Showing Changes

Att. C: Comments from Planning Commissioners