



City of Woodland

Meeting Agenda - Final

Planning Commission

City of Woodland Planning
Commission
c/o Community
Development Department
300 First Street
Woodland, CA 95695

530-661-5820

Thursday, November 19, 2015

6:30 PM

Council Chambers

Please Note: The numerical order of items on this agenda is for convenience of reference; items may be taken out of order. No new items shall begin after 10:30 pm unless unanimous consent exists to continue.

A. Call to Order

B. Roll Call

C. Pledge of Allegiance

D. Staff and Commissioner Comments

This is an opportunity for the Planning Commission members and staff to make comments and announcements to express concerns, or to request Commission's consideration of any items a Commission member would like to have discussed at a future Commission meeting..

[16-223](#)

SUBJECT: Long Range Calendar

Recommendation for Action: Staff recommends that the Planning Commission receive the Long Range Calendar for informational purposes only.

Attachments: [A - Planning Commission Long Calendar November 19, 2015](#)

E. Subcommittee Reports

F. Communications from the Public

This is an opportunity for the public to speak to the Commission on any item other than those listed for public hearing on the agenda. Speakers are requested to use the microphone in front of the Commission and to begin by stating their name, whether they reside in Woodland and the name of the organization they represent if any. The Commission may impose a time limit on any speaker depending on the number of people wanting to speak and time available for the rest of the agenda. In the event comments are related to an item scheduled on the agenda, speakers may be required to wait to make their comments until that item is considered.

G. Approval of Minutes

H. Public Hearing

I. Business Items

Items for Planning Commission discussion and/or action that do not require public hearing.

[16-218](#)

SUBJECT: Informational Response Concerning Vacant or Blighted Properties

DATE: November 19, 2015

RECOMMENDATION:

Staff recommends that the Planning Commission receive an informational update at the Planning Commission meeting regarding the City of Woodland Code Enforcement Program.

Attachments: [A - Quarterly Report Progress Report July - Sept 2015](#)

[16-226](#)

SUBJECT: Review of Jurisdictional Authority Concerning the City's Sign Ordinance

DATE: November 19, 2015

RECOMMENDATION:

Staff recommends that the Planning Commission receive information from Staff regarding the Sign Ordinance. Information will be presented at the meeting.

[16-220](#)

SUBJECT: Public Art Discussion and Review of Subcommittee Information

DATE: November 19, 2015

RECOMMENDATION:

Staff recommends that the Planning Commission receive information concerning public art provided by the Public Art Ad Hoc Subcommittee and discuss key questions.

Attachments: [A1 - Copy of a draft framework](#)

[A2 - Power Point Presentation by Public Art Subcommittee on 10-15-15](#)

[B - Example PA Guidelines and Review Criteria 11.19.15.docx](#)

J. Staff or Commissioner Comments

Continued as needed.

K. Adjournment

The Planning Commission of the City of Woodland encourages all parties interested in a matter scheduled to be reviewed, discussed and acted on at a meeting, to participate in the public discourse, which may include the submission of written comments and materials. The Planning Commission notifies the public that those materials received less than 24 hours before a meeting date and time may not be able to be considered completely. Further, the Planning Commission encourages interested parties to attend the meeting to discuss any matter of concern and to explain their comments more fully.



Legislation Details (With Text)

File #: 16-223 **Version:** 1 **Name:**
Type: Staff Report **Status:** Agenda Ready
File created: 11/10/2015 **In control:** Planning Commission
On agenda: 11/19/2015 **Final action:**
Title: SUBJECT: Long Range Calendar

Recommendation for Action: Staff recommends that the Planning Commission receive the Long Range Calendar for informational purposes only.

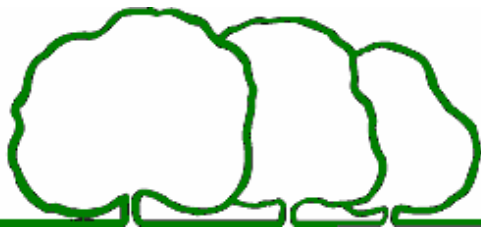
Sponsors:

Indexes:

Code sections:

Attachments: [A - Planning Commission Long Calendar November 19, 2015](#)

Date	Ver.	Action By	Action	Result
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City of Woodland

MEMORANDUM

TO: Members of the Woodland Planning Commission
DATE: November 19, 2015
SUBJECT: Long Range Calendar

Recommendation for Action: Staff recommends that the Planning Commission receive the Long Range Calendar for informational purposes only.

Staff Contact

Debbie Flemmer, Admin.Secretary - (530) 661-5818, debbie.flemmer@cityofwoodland.org

BACKGROUND:

This calendar is being provided for planning purposes only and is intended to keep the Commission apprised of upcoming agenda items and better plan for upcoming Planning Commission items.

ATTACHMENTS:

Attachment A - Planning Commission Long Calendar November 19, 2015

PLANNING COMMISSION LONG RANGE CALENDAR

Items subject to removal and/or rescheduling

November 19, 2015

November 19	Regular Meeting	Notice	Reports Due
Public Art			11/9
Fencing and Code Enforcement regarding vacant properties			
Sign Questions			

December 3	Regular Meeting	Notice	Reports Due
Bulls Eye Bail Bond(?)			

December 17	Regular Meeting	Notice	Reports Due
Cal West Design Review/Lennar			12/7
Prudler FEIR/GPA/TM		12/2	
Spring Lake Central Large Lot Map (?)		11/18	11/23

City Hall Closed December 28 – January 1

January 7, 2016	Regular Meeting	Notice	Reports Due
Auto Dismantler IS/ND and CUP		(30 day)	12/22 (early)
Hotel CUP on Main St			

FUTURE AGENDA ITEMS – DATE TO BE DETERMINED:

General Plan Updates

Oyang N GPA/SP/TM/DA

Oyang S GPA/SP/TM/DA

Kamilos 150

Mercy Housing/Beamer and Cottonwood GPA/ZOA/SP/DR/MND

Woodland Commerce Center Annexation and EIR

Distributed Antenna System CUP – East Main

Zoning updates

SUBCOMMITTEES

General Plan

Zoning Subcommittee

Public Art

Design Liaison

CITY COUNCIL

Digital Signs 11/17



Legislation Details (With Text)

File #: 16-218 Version: 1 Name:
Type: Staff Report Status: Agenda Ready
File created: 11/9/2015 In control: Planning Commission
On agenda: 11/19/2015 Final action:
Title: SUBJECT: Informational Response Concerning Vacant or Blighted Properties

DATE: November 19, 2015

RECOMMENDATION:

Staff recommends that the Planning Commission receive an informational update at the Planning Commission meeting regarding the City of Woodland Code Enforcement Program.

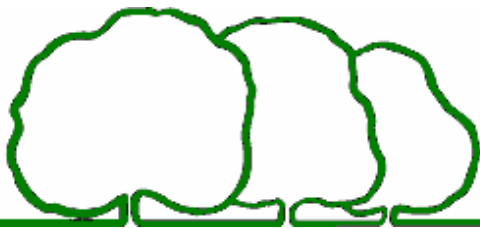
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Attachments: [A - Quarterly Report Progress Report July - Sept 2015](#)

Date	Ver.	Action By	Action	Result
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City of Woodland

MEMORANDUM

TO: Members of the Woodland Planning Commission
FROM: Cindy A. Norris, Principal Planner
SUBJECT: Informational Response Concerning Vacant or Blighted Properties
DATE: November 19, 2015

RECOMMENDATION:

Staff recommends that the Planning Commission receive an informational update at the Planning Commission meeting regarding the City of Woodland Code Enforcement Program.

BACKGROUND:

Members of the Planning Commission have requested that staff provide a report on how vacant or blighted

properties are addressed through the City's Code Enforcement Program. Information regarding this request will be provided at the Planning Commission meeting. Information regarding the City's Code Enforcement program can be found at the following link:

[<http://www.cityofwoodland.org/gov/depts/cd/divisions/code/default.asp>](http://www.cityofwoodland.org/gov/depts/cd/divisions/code/default.asp).

ATTACHMENTS:

Attachment A - Code Enforcement Quarterly Report Progress Report July - September 2015

CODE ENFORCEMENT CURRENT QUARTER

Reactive Enforcement:	<u>Status</u>				
	Number	Open	Closed	Pending	Notes
Calls for Service	727	144	583	144	By phone, e-mails, walk-ins or letters
Code Complaints	727	144	583	144	Nuisance, Building or Housing and Health and Safety Codes
Complaints Unfounded	123	0	123	0	No code violations were found
Code Violations	103	42	61	42	Verified
Warning Notices	103	42	61	42	Issued
Code Compliance	61	0	61	0	Code violations corrected
Abatement	1		1		Buildings demolished or boarded up
	<u>Specific Nuisance Items</u>				
Non-Operable Vehicles	13	0	13	0	All vehicles were removed
Junk and Debris	32	0	32	0	Blighted conditions, Infestation and Mold
Illegal Construction (stop work notice)	11	0	11	0	Stop work posting, Illegal sheds or fences
Parking on Landscaping	18	0	18	0	Vehicles were removed from landscaping
Buildings (unsecure/vacant)	8	0	2	8	Building abandoned or foreclosed
Obstruction of Public way	10	0	10	0	Overgrown shrubs or bush in setback areas blocking sight view or storing basketball hoops in public right-of-way
Prohibited signs	2		2		Posted, and re-moved
Water Waste	221	0	221	0	Overwatering, watering more than 3 times per week, etc.
Illicit Storm Drain	4	0	4	0	Illegal Dumping into the storm drain.
Weeds	18	0	18	0	In vacant lots, front or side yards
Blight	11	0	11	0	Auto parts, junk or trash visible to the public and Roosters
Trees	9	0	9	0	Overhanging limbs or shrubs into the street and sidewalk.
Green Waste	14	0	14	0	Left too long in the street and/or piles too large, etc.
Water Theft	1	0	1	0	Theft of water from fire hydrants.
	<u>Other Items</u>				
Business License Inspections	5		5		Renewal inspections
Complaint and Hot Line Calls	107	0	0	0	

CODE ENFORCEMENT CURRENT QUARTER

	<u>Ongoing Projects</u>		
Proactive Enforcements	Status:	105 W. Main St. (Long John Silver) 439 Grand Ave 1580 E. Main St. (Sonic Burger) 655 Cottonwood St. (Apartment Complex) 327 Emerald St	Working closely with property owners and property managers, via phone and meetings to help maintain properties
Non-Operable Vehicle		all vehicles were re-moved (see above)	
Foreclosure Monitoring		0 properties were Foreclosed on	
	<u>Public Outreach</u>		
Business		Water Conservation presentation at Beamer Elementary School	
Workshops		Yolo Co. Environmental and Consumer Task Force	
Neighborhood Watch		Attended meeting, Dare Meeting and POP with Woodland PD	



Legislation Details (With Text)

File #: 16-226 Version: 1 Name:
Type: Staff Report Status: Agenda Ready
File created: 11/12/2015 In control: Planning Commission
On agenda: 11/19/2015 Final action:
Title: SUBJECT: Review of Jurisdictional Authority Concerning the City's Sign Ordinance

DATE: November 19, 2015

RECOMMENDATION:

Staff recommends that the Planning Commission receive information from Staff regarding the Sign Ordinance. Information will be presented at the meeting.

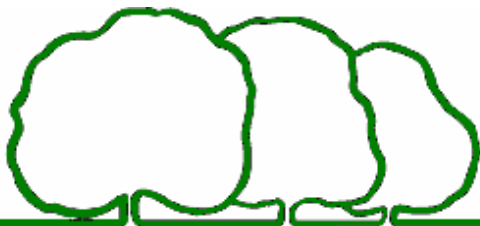
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City of Woodland

MEMORANDUM

TO: Members of the Woodland Planning Commission
FROM: Cindy A. Norris, Principal Planner
SUBJECT: **Review of Jurisdictional Authority Concerning the City's Sign Ordinance**
DATE: November 19, 2015

RECOMMENDATION:

Staff recommends that the Planning Commission receive information from Staff regarding the Sign Ordinance. Information will be presented at the meeting.



Legislation Details (With Text)

File #: 16-220 Version: 1 Name:
Type: Staff Report Status: Agenda Ready
File created: 11/9/2015 In control: Planning Commission
On agenda: 11/19/2015 Final action:
Title: SUBJECT: Public Art Discussion and Review of Subcommittee Information

DATE: November 19, 2015

RECOMMENDATION:

Staff recommends that the Planning Commission receive information concerning public art provided by the Public Art Ad Hoc Subcommittee and discuss key questions.

Sponsors:

Indexes:

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Attachments: [A1 - Copy of a draft framework](#)
[A2 - Power Point Presentation by Public Art Subcommittee on 10-15-15](#)
[B - Example PA Guidelines and Review Criteria 11.19.15.pdf](#)

Date	Ver.	Action By	Action	Result
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MEMORANDUM

TO: Members of the Woodland Planning Commission
FROM: Cindy A. Norris, Principal Planner
SUBJECT: **Public Art Discussion and Review of Subcommittee Information**
DATE: November 19, 2015

RECOMMENDATION:

Staff recommends that the Planning Commission receive information concerning public art provided by the Public Art Ad Hoc Subcommittee and discuss key questions.

BACKGROUND:

The Public Art Subcommittee is composed of two members, Commissioners Kirby Wells and Fred Lopez. The Subcommittee presented initial concept ideas regarding public art to the Commission on October 15, 2015. At the request of the Subcommittee, the materials are being distributed to the full Commission with this report.

PROJECT ANALYSIS:

Public Art has been a project requirement since 2004, when the City of Woodland Design Standards were amended (Resolution 4527). The requirement in the Design Standards is stated as follows:

Incorporate public art into the development of all commercial and industrial projects. Public art is subject to the review of the Planning Commission or other such body established by the City Council.

Since 2004, public art has been required to be installed with new development projects. The proposed art has come before the Planning Commission for review and approval. Of concern has been a lack of detailed criteria by which public art can be evaluated on a clear and consistent basis.

Examples of some public art that has been installed since 2004 with private development projects:

- Mural, Comfort Suites
- Mural, Agriform/Treamont
- Sculpture, Chase Bank
- Sculpture, Peterson Clinic
- Sculpture, Mercy Clinic
- Mosaic, Burger King
- Mosaic, Rite Aid
- Mosaic, Starbucks
- Mural, Target warehouse addition
- Sculpture, Gibson Plaza
- Sculpture, Home Depot Development
- Sculpture, Applebees
- Sculpture, Gym on Freeway Drive
- Sculpture, Gateway I
- TBD, Produce Building under construction
- TBD, Fairfield Inn
- TBD, Woodland Motors

In addition to individual commercial and industrial projects, fee contributions toward public art have been required from projects where either public art is difficult to install or it is requested as part of a negotiated development agreement. As example, fees have been conditioned on several Spring Lake development agreements, and on projects involving cellular towers.

Those fees have been used to assist in the development and installation of community based public art,

including the “painting” of utility boxes on Main Street and will be used to further art projects in the Spring Lake community.

The issue that has come under discussion is whether the City of Woodland should develop and adopt a more specific Ordinance and regulations to govern public art.

Key Questions in consideration of a Public Art program:

1. Should a public art requirement apply to both public and private projects?
2. Of private projects, which types of development should be required to provide or contribute toward public art; remodels and/or new construction, residential, commercial and/or industrial?
3. Should the option remain for private projects to provide on-site art, if so, what criteria should be used in consideration of that public art?
4. Should an in-lieu fee be considered, if so, in what instances and how should the valuation be determined?
5. How will the in-lieu fees be utilized?
6. How will public art be reviewed and approved?

RECOMMENDATION:

Staff recommends that the Planning Commission receive information concerning public art provided by the Public Art Ad Hock Subcommittee and discuss key questions.

ATTACHMENTS:

Attachment A - Copy of a draft policy framework (A1) and power point presentation (A2) by the Public Art Subcommittee on October 15, 2015.

Attachment B - Example Public Art Guidelines and Review Criteria

Draft
PUBLIC ART POLICY
City of Woodland Planning Commission
Sub Committee on Public Art

This Public Art Policy is to provide city staff and applicants guidance on the City of Woodland's Public Art requirement.

Purpose

The City of Woodland has determined that public art is a critical element of providing a diverse and culturally rich environment to residents and visitors to Woodland. Public Art fosters economic development, revitalize urban areas, promotes cultural tourism and expresses the vitality and optimism of the community. Additionally, a well-conceived work of art can increase the value of a development project and our downtown core, help to lease space more quickly, enhance the corporate image of the community, and resulting in a more beautiful and livable city.

Public Art Requirement

Per the City Council adopted Community Design Standards:

*Incorporate public art into the development of at all commercial and industrial projects.
Public art is subject to the review of the Planning Commission.*

Public Art Allocation

An amount equal to SCHEDULE TO BE DETERMINED. (FEE SCHEDULE TO BE REVIEWED EVERY 48 MONTHES by Planning Commission) of any development project budget (construction or renovation) shall be allocated for the acquisition, design, creation, installation, and maintenance of public art and for related administrative costs. These public art projects are to be installed on site in conjunction to the approved project.

An alternative to installing work of art on site, the project may make a Public Art Contribution. An amount equal to TBD of the construction or renovation cost of a development project can be contributed to the Woodland Public Art Fund as an in-lieu fee. These in-lieu fees will be placed into Woodland Public Art Fund to be dispersed as outlined in this policy.

Responsibilities

The City of Woodland Planning Commission shall be responsible for the administration of the public art program. The program's regulations and all revisions thereto implementing, defining, and interpreting this policy shall be approved by the City of Woodland Planning Commission.

Definitions:

The following words and phrases, whenever used in this policy, shall be construed as follows:

“**Artist**” means a person who has a reputation among peers as a person of artistic excellence, through a record of exhibitions, public commissions, sale of works, or educational attainment as judged by the reviewing body with final design review authority for the development project.

“Construction Cost” means the total cost of any development project covered by this Policy. Calculations shall be based on construction and improvement costs as declared on all building permit applications. Building permit applications shall include, but not be limited to, all grading, building, plumbing, mechanical, and electrical permit applications for the project. The actual construction costs for the purpose of determining the Public Art Contribution amount required by this policy shall be determined by the City’s Community Development Director.

“Developer” means the person or entity that is financially and legally responsible for the planning, development and construction of any development project covered by this Policy, who may, or may not, be the owner of the subject property.

“Development Project” means a project involving the construction of any new commercial building (including office and retail uses), residential development of four (4) or more units, subdivision of land into 4 or more lots, industrial uses, or any mixed use building, or the rehabilitation, renovation, remodeling or improvement of an existing building, and having a construction cost, as defined in this policy, of \$250,000 or more.

Those development projects, which qualify as any of the following, shall **not** be subject to the requirements of this Policy:

- a) Repair or reconstruction of structures, which have been damaged by fire, flood, wind, earthquake, or other calamity
- b) Historic preservation (LESS THAN \$500,000)
- c) Seismic retrofits or flood protection projects work items
- d) Fire sprinkler installation work items as defined by this Code
- e) SOLAR OR OTHER RENEWABLE ENERGY INSTALLATION

“Director” means the Community Development Director, or a designee of the Community Development Director or the City Manager.

“Installation Date” means the actual date on which the public art is installed on site.

“Public Art” means an original work of a permanent nature in any variety of media produced by an artist which may include sculpture, murals, photography and original works of graphic art, water features, neon, glass, mosaics, or any combination of forms of media, furnishing or fixtures permanently affixed to the building or its grounds, or a combination thereof, and may include architectural features of the building such as decorative handrails, stained glass and other functional features which have been enhanced to be visually appealing. City commissioned public art may also include pieces as identified above which may be moved from time to time as a gallery collection and placed in public buildings such as City Hall, the Library and other publicly accessible facilities.

Public Art does not include the following:

- a. Art objects that are mass produced of standard design such as playground equipment, benches, statuary objects or fountains;

- b. Decorative or functional elements or architectural details, which are designed solely by the building architect as opposed to an artist commissioned for this purpose working individually or in collaboration with the building architect;
- c. Landscape architecture and landscape gardening except where these elements are designed by the artist and are an integral part of the work of art by the artist;
- d. Directional elements such as super graphics, signage as defined in the City of Woodland Municipal Code, or color-coding except where these elements are integral parts of the original work of art or executed by artists in unique or limited editions.
- e. Interpretive programs
- f. Reproductions, by mechanical or other means, of original works of art, except in cases of film, video, photography, print making, or other media arts, specifically commissioned by the City.
- g. Services or utilities necessary to operate or maintain the artwork over time
- h. Existing works of art offered for sale or donation to the City, which do not have an established and recognized significance as public art among arts professionals and art appraisers as judged by the planning Commission or City Council.
- i. Works of art, which are not visible to the public
- j. Works of art, which cannot be reasonably maintained within the resources allocated by the City of Woodland
- k. Logos or corporate identity EXCEPT THAT OF THE CITY OF WOODLAND

“Public Art Fund” means a fund established and maintained by the City of Woodland for the purpose of funding public art.

WILL BE ESTABLISHED AS A SEPARATE ESCROW ACCOUNT AT A BANK WITH A BRANCH LOCATED WITHIN THE CITY OF WOODLAND. ALL EXPEDITURES MUST BE APPROVED BY A MAJORITY OF VOTE OF THE PLANNING COMMISSION AND FORWARDED TO THE CITY MANAGER FOR PAYMENT.

ANY COST OVERRUN IN EXCESS OF \$1,500.00 WILL TRIGGER REVIEW BY COMMISSION.

THERE WILL BE AN ANNUAL RECONCILLATION OF ACCOUNTS BY A THIRD PARTY INDEPENDENT CPA.

“Public Art Reviewing Committee” means the Planning Commission.

“Public Place” means any exterior area on public or private property which is clearly visible to the general public. If located on private property, the area must be clearly visible from adjacent public property such as a street or other public thoroughfare, sidewalk, or path.

Public Art Fund. The City of Woodland shall establish a fund account, designated “public art fund.” Monies appropriated for the public art program as set in this policy shall be transferred by the city administrator or his designee into the public art fund subject to any legal or funding source restrictions.

Uses of funds.

The monies appropriated under this policy may be used for SPECIFIC artist design services and the development of design concepts and models; and for the selection, acquisition, purchase, commissioning, placement, installation, exhibition, and/or display of artworks. Funds may also be expended for engineering studies or architect’s fees when collaboration is involved. Artworks must be permanent, may be integral to the architecture, or may be incorporated into the project. Integration of an artist’s design concepts into the project architecture should be ensured, insofar as is feasible, by the concurrent selection of the artist(s) with the architect or project designer.

A reasonable percentage of the public art funds as set forth in the regulations may be used for project administration and for curatorial services and the preservation and maintenance of artworks in the City art collection.



Woodland Planning Commission Art Subcommittee

Public Art

*Information on a range of procedures and criteria for
implementing a Public Art Program in the City of
Woodland.*

**To develop and produce a working model to propose to
the Woodland City Council in 2016**



We want to feel connected



We want to engage...



Vietnam Memorial

Washington, D.C.



Public Art is...

- Public Art is a community based process of
 - Dialogue
 - Involvement
 - And participation



Roger Berry

"Clover"

Woodland



Landmark for Community members and tourists



Troy Corliss

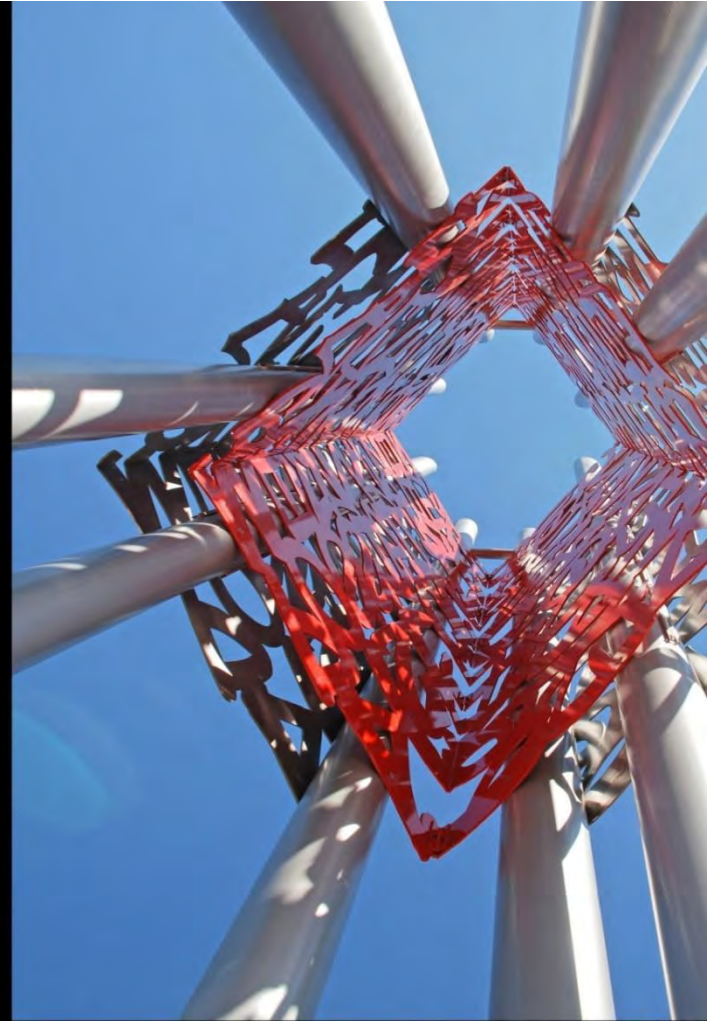
"Valley Balls"

Sacramento

A vehicle to improve the quality of life



Phillip K. Smith, III

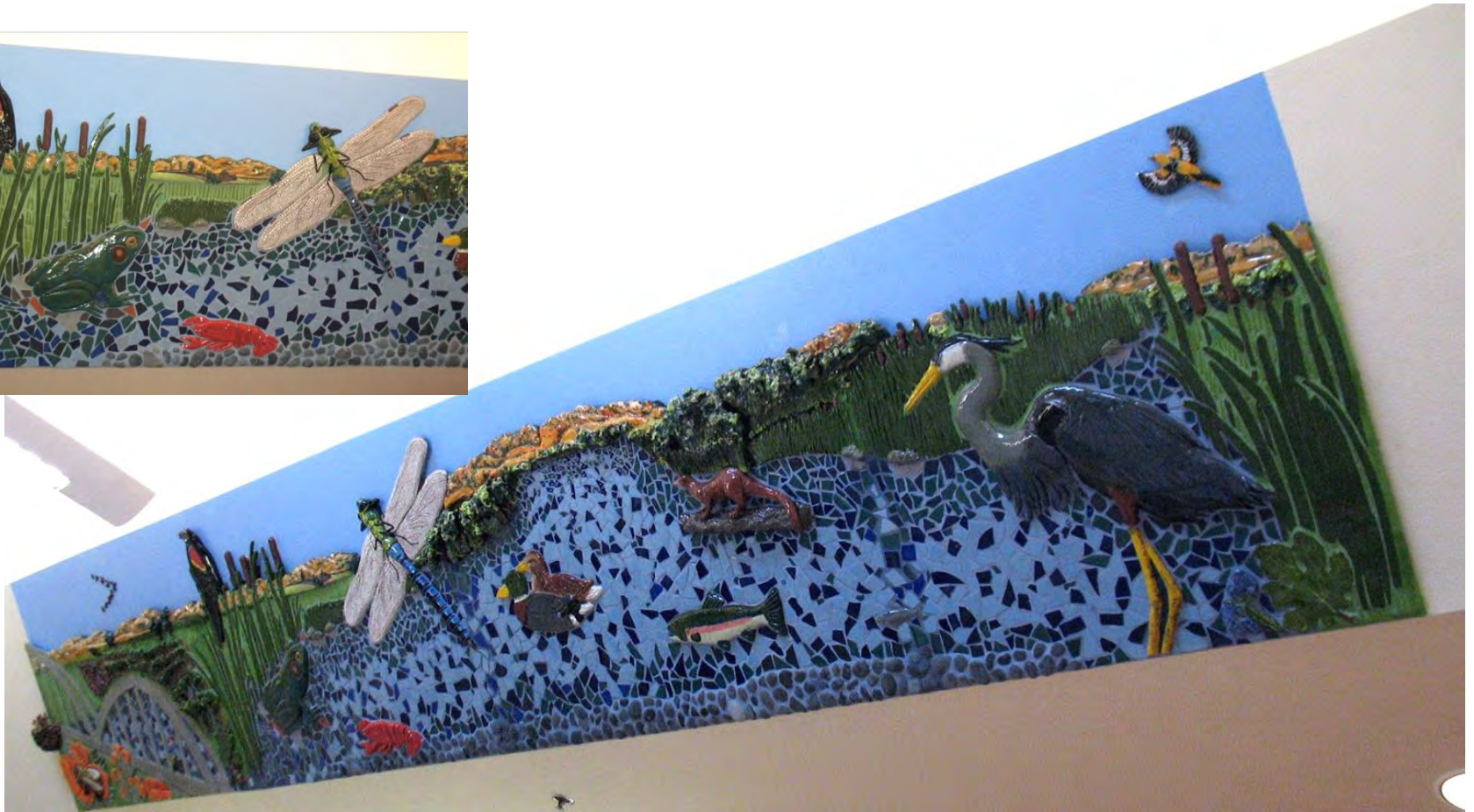


"One Voice"

Indio,CA



Public Art promotes environmental literacy & the story of our landscape



Donna Billick and Wes Horn

"Putah Creek, Tour de Davis"

Davis Library



Public Art – has the power over time to transform a city's image



Mark Abildgaard

"Tree of Life"



Medical Office Building, Woodland



Public Art can uniquely blend the history, economics and future of an area



Tracy Thomas

"Field Workers"



Linda S. Fitzgibbon *"The Dreamer"*

YoloArts Art & Ag Project

Public Art is Economic Development

The “new economic development” package:



Linda Walsh

"Day at the Farmers Market " Art & Ag Project

Corporate real estate executives examine areas that can “attract the quality of human resources needed to satisfy the project’s demands.”

Included in such evaluations are quality of life for family, educational and ***cultural opportunities***, and ability to secure employment for the trailing spouse.



Public Art is Tourism

“The Sundial Bridge”
a functional public art
pedestrian bridge in
Redding, California
generated an additional
12,000 hotel room stays
upon opening.

This continues to be the
number one attraction
guests ask about.
(Hotel Industry)



National Travel Survey, Partners in Tourism: Culture and Commerce, Travel Industry Association of America, 2001



Public Art is Business

When a business is deciding where to relocate

A communities ability to recruit and retain knowledgeable workers is uniquely tied to the arts and culture vitality of a region.

“Place” matters. People look at jobs and places as a total package.



Public Art Program Design

Define
Eligible
Projects

Community
Reward

Average
=
1.5%

Be Flexible
Pooling
Funds

No
General
Fund
Impact

Admin
Fees
15 – 20%

Source: Americans for the Arts Monograph
Public Art funding / Developing a percent for the arts program
December, 2000



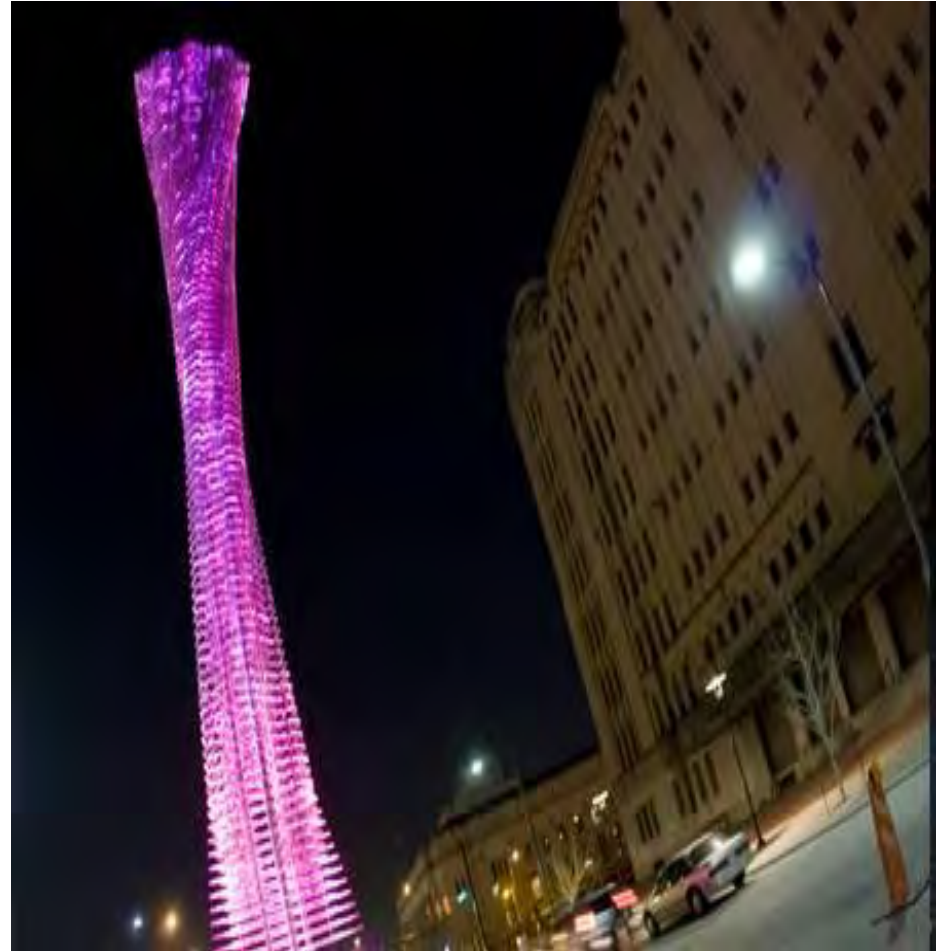
Program Profiles

City	Year Est.	Population	% for the Art	% Derived from:
Sacramento	1972	486,488	2%	CIP Projects
County of Yolo (policy)	2008		1% (5mil+) 1.5% (5mil & under)	CIP and Renovations
Davis	1973	65,662	1%	CIP Projects
			2%	Regional Development Project
West Sacramento	2003	48,744	1%	CIP
Lodi	2002	62,134	2%	CIP & commercial projects & Developer fees
Concord	1976	110,100	.05%	All development
Turlock	1979	68,549	varies	General fund / fundraising



Public Art

- Create an arts infrastructure through planning;
- Assessment of current inventory;
- Develops a community wide vision;
- Identifies funding streams;
- Outlines Projects;
- Creates other opportunities:
NEA, HUD and ArtPlace America



Cliff Gärten

"Avenue of light"

Fort Worth, TX



Sample Funding Model

Developers have the following options :

Pay the full fee to the public arts fund

(1%) less than \$1,500,000

(.5%) greater than 1.5M but less than 5M

(.4%) over 5M

Or

- Provide a permanent gallery space for the display of art + make a contribution of .75% fee
- Include on site visual artwork + make a contribution equal to .25% fee
- Preserve a historic structure + make a contribution to the Public Arts Fund equal to 25% of .5% fee.



Sample Funding Model

Continued

- Projects defined as infill or within the Downtown Specific Area make a contribution equal to .025% of fee
- Muni projects (Water/Sewer) or any tax funded City improvement would be excluded.



Oversight

Commissions	Advisory	Sub- Committee On Call Panels for Review of Projects
		County of Yolo
Davis		
West Sacramento		
Lodi		
Concord		
	Turlock	

The vast majority of public art programs are housed within an umbrella organization (97 percent). For example, a public art program may be operated by a local arts agency, a municipality, or a community development organization. Only three percent of public art programs are independent, stand-alone organizations.

Source: *Public Art Programs Americans for the Arts, 2003*



Woodland's Current Practice

Incorporate public art into the development of all commercial and industrial projects.

Projects are currently presented to the Planning Commission for approval.

Art is at the sole discretion of the developer.



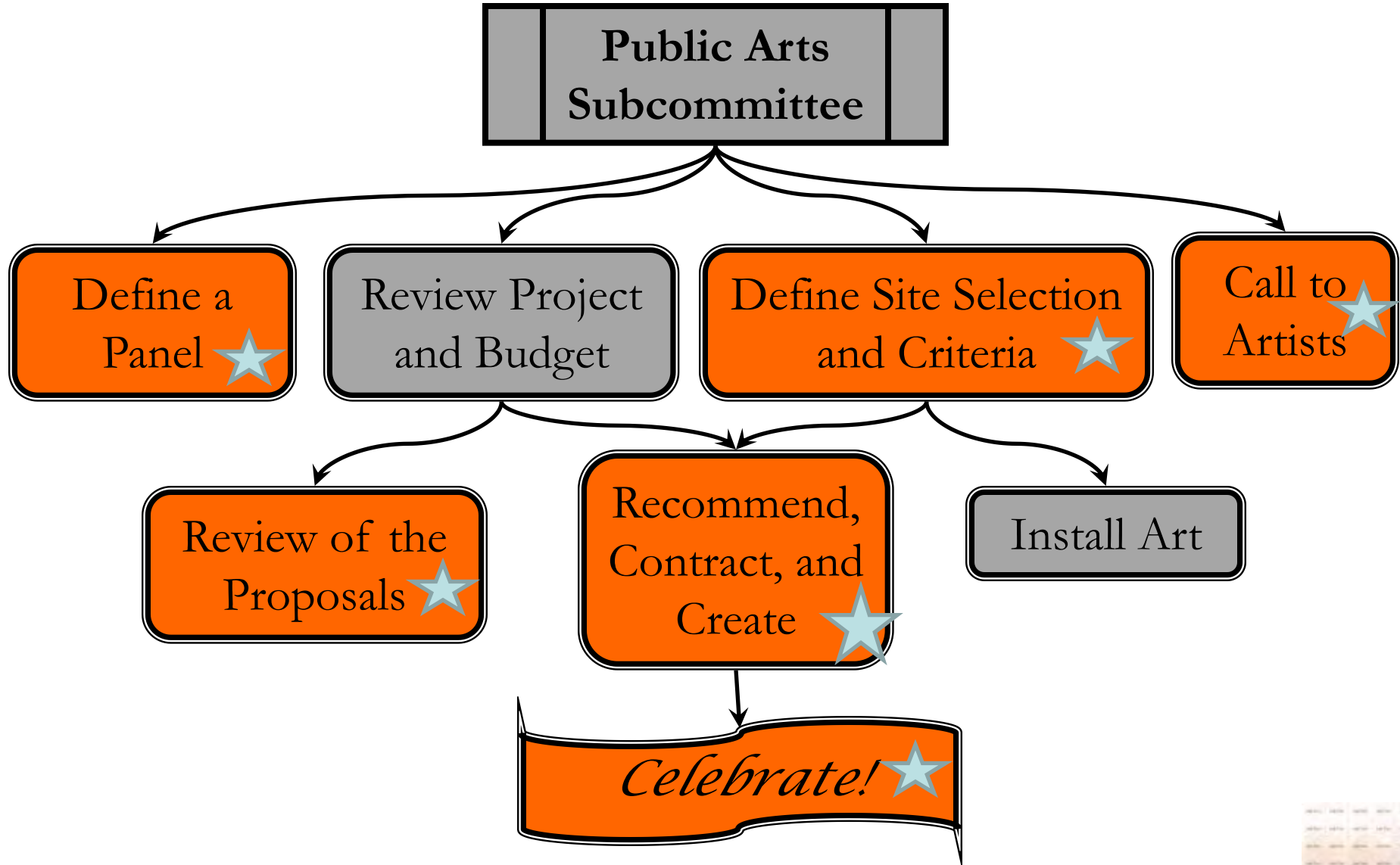
Roger Berry

"Steel Sycamore"

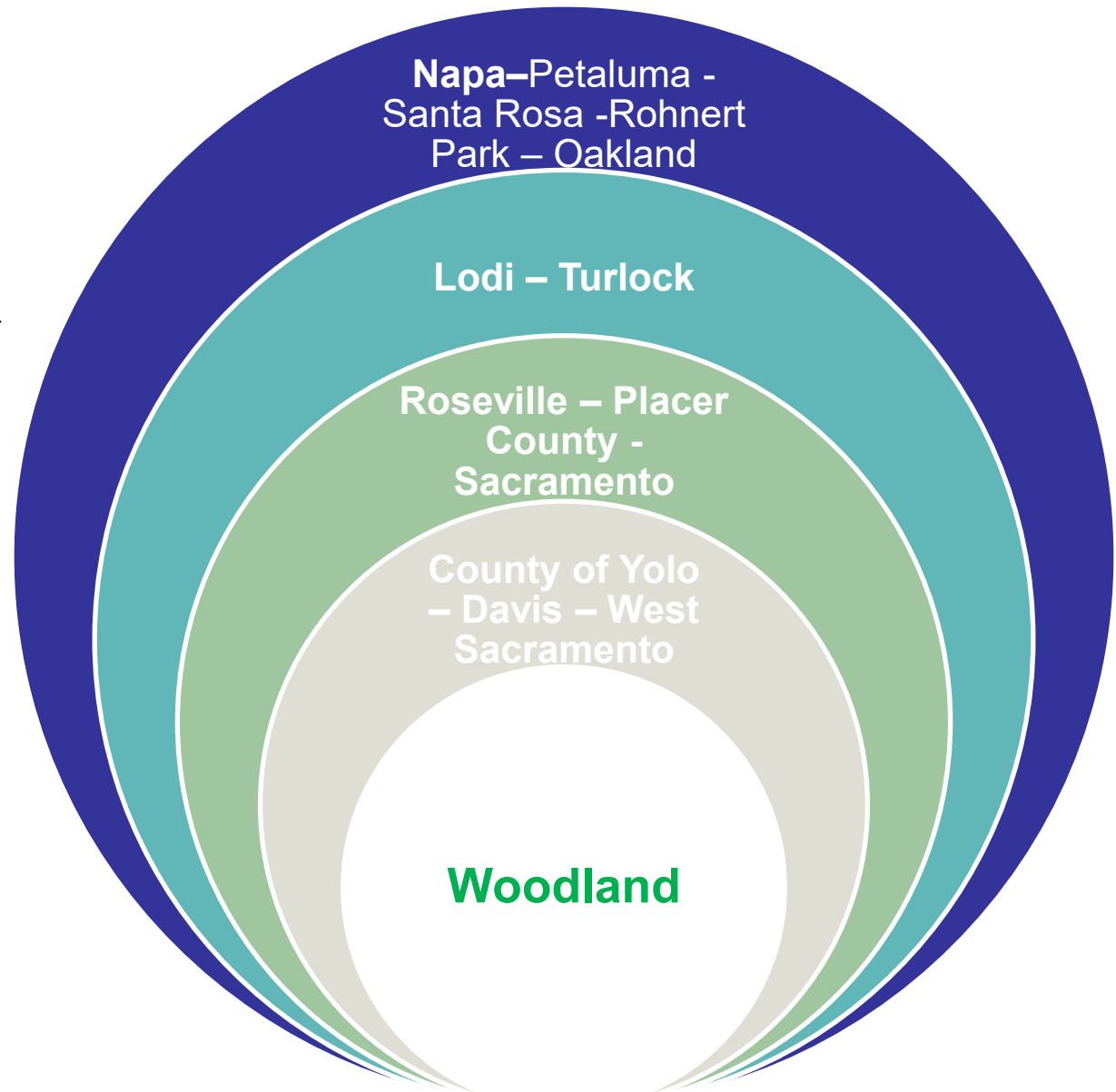
Woodland



Sample Project Flow



**Surrounded by
Communities
With
Public
Art
Ordinances**

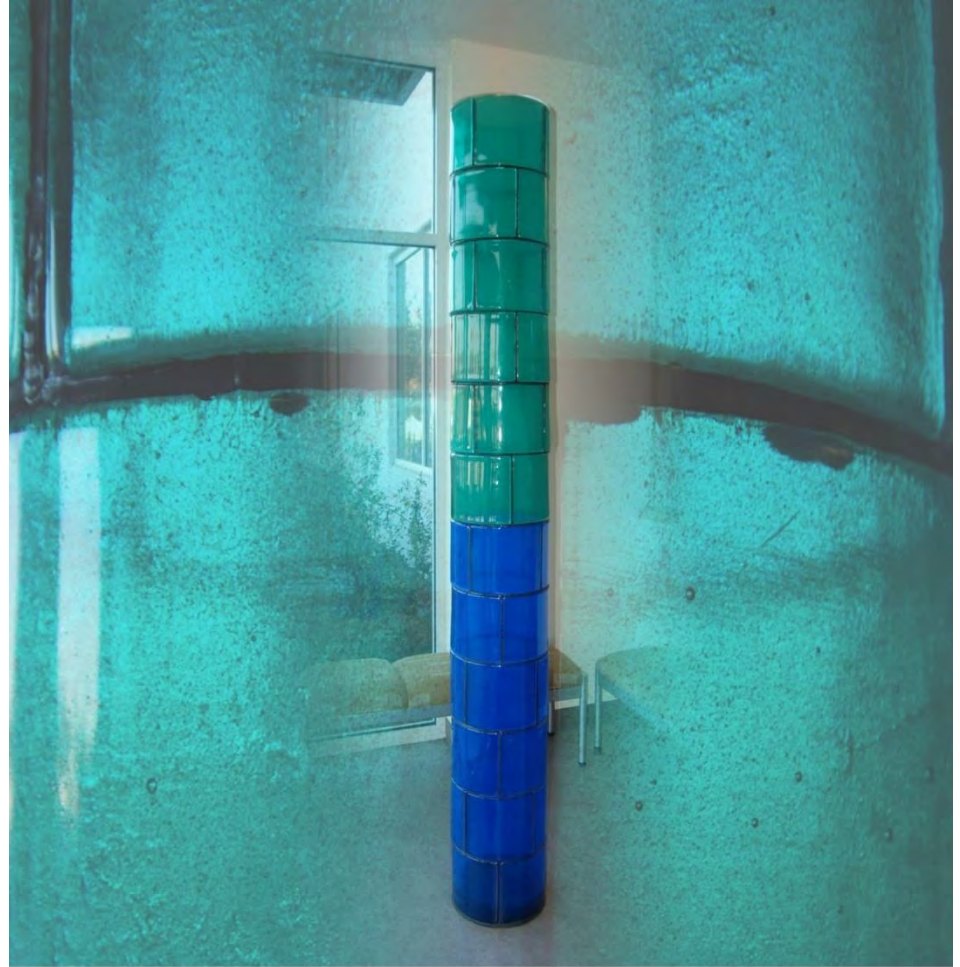


Source: *Public Art* , City of Lodi, 2011



Public Art

- Establishes a professional program and process.
- Includes public interaction
- Express the character of the city.
- Express the unique history and spirit.
- Streamline process for developers and staff.
- Has **no** general fund impact



Mark Abildgaard

"Glass Light Column"

Herbert Bauer Building

Source: *Public Art Programs Americans for the Arts, 2003*



Draft

CITY OF WOODLAND

PUBLIC ART GUIDELINES AND REVIEW CRITERIA

November 19, 2015

This purpose for this informational document is to provide guidance concerning the City of Woodland's Community Design Standard requirement for Public Art for new commercial and industrial projects.

Background

The City's current General Plan includes specific Goals and Policies relating to Arts and Culture. "Arts and cultural events are symbols of the community, enriching the community and contributing to its unique identity. Woodland's diversity can be celebrated through encouragement of expressions of artistic and cultural heritage." The following goal and policies are included in the General Plan:

Goal 5.K: To promote, develop, and implement programs that meet the artistic and cultural needs of the Woodland community.

Policy 5.K.1 The City shall encourage the development of visual and performing arts in the community.

Policy 5.K.7 The City shall promote Arts in Public Places to create more opportunities for visual and performing arts.

Implementation 5.6: The City shall develop and adopt an Art in Public Places ordinance.

Purpose

Through inclusion in the General Plan, the City of Woodland has determined that public art is important as a means of demonstrating a sense of community pride and identity. Public art helps foster economic development; revitalize commercial corridors; enhance cultural tourism; and most importantly it expresses the vitality and optimism of the community. Public art helps shape the quality of life by creating a quality place that embodies a community's spirit and creates a more beautiful and livable city.

Public art can provide many community benefits. It can enhance or personalize otherwise impersonal spaces. It can activate interest or dialog in a subject, tell a local story, commemorate the past, as well as express a desired future. Public art can express community values, enrich our environment, or transform a landscape. Additionally, a well-conceived work of art can increase the value of a development project, thereby helping to lease space more quickly.

In order to facilitate this desire to see public art within the community as expressed in the General Plan, a requirement has been added to the City's Community Design Standards which requires new private development projects to provide public art. Development of any new structure is by definition changes and affects the community's visual landscape, and as a result,

the City has required that each new development provide a positive contribution and enhancement to the public environment in the form of public art.

The information provided below is intended to provide guidance regarding the expectations to best meet this requirement

Public Art Requirement

As stated in the City Council adopted Community Design Standards:

Incorporate public art into the development of all commercial and industrial projects. Public art is subject to the review of the Planning Commission or other such body established by the City Council.

What is Public Art?

Public art is a work of art designed for the general public and placed in a location that is easily viewable/ accessible for everyone. It could be an exhibit featuring several pieces, or a single larger one.

The public art shall be an original work, permanent in nature, in any variety of media, produced by an artist. Public art forms may range from sculpture, historic memorials, murals, photography, water features, neon, stained glass, mosaics, metal arts, to contemporary installations, or any combination of forms of media. Public art may include furnishings or fixtures that are permanently affixed to the building or its grounds, or a combination thereof. It also may include architectural features of the building such as decorative handrails, stained glass and other functional features which have been specifically enhanced to be visually appealing.

What Projects are required to provide public art?

- New commercial buildings or an addition that is either over 50% of the original square footage or has a construction cost greater than \$250,000.
- New industrial buildings or an addition that is either over 50% of the original square footage or which has a construction cost greater than \$250,000.
- New wireless facility installations; or significant modifications to an existing older tower or wireless facility (applies only if the original tower did not provide public art)

How is the value of the public art determined?

- As a rule of thumb, the value of the public art is recommended to be 1% of the construction cost for the development project.
- The quality, size and type of art will be evaluated on a case by case basis to determine whether the proposal is a well-conceived work of art, representative of the project, that adequately meets the definition for public art. In general, the scale and size of art provided shall be appropriate relative to the size and scale of the overall project.

How to find and install public art?

The idea of finding or commissioning a piece of art for a project may be of concern. There are several options that may be utilized to meet this requirement. Some Developers may prefer to find art work on their own that is representative of their development project; others may wish to utilize a professional consultant to assist in commissioning art work. The following are examples of options available:

- The Developer has an original work of art commissioned specifically for the project; or
- The Developer may seek the services of a local arts agency or consultant directly to put out a call to artists for a particular piece; or
- The Developer may request that City staff seek public art for them by putting up appropriate funds that the staff will utilize on a pass through basis (typically resulting in the City contracting a local arts agency who will then put out a call to artists); or
- The Developer may suggest another method for consideration that will result in the development of an original qualified work of art for the project.

The installation of art work is often handled or overseen by the artist in collaboration with the Developer, Staff, Consultant if used, and a site construction superintendent.

Once the Developer determines how the public art will be provided the next step will be to develop a Public Art Plan and Proposal, as described below. This Plan may be developed in collaboration with either the artist or the consulting art agency.

Who reviews and approves public art?

The Planning Commission reviews public art proposals. Each proposal shall be reviewed and approved by the Commission before final execution of any work. The submittal requirements include a Public Art Plan as described below:

A Public Art Plan shall include:

- The style/type of art that is being proposed;
- A graphic illustration of the art that includes multiple views which shall be colored to provide an accurate representation of the final proposed work;
- Information about the artist including a biography that and examples of past works and installations;
- A narrative description about the proposed art piece explaining its meaning and why it is proposed for this project (this may be prepared by the artist and/or the property owner, or both);
- A technical description of the art work itself that describes the media being used, application of materials and method of construction (if applicable);
- Method of installation; and
- Detail the plan for the intended long term maintenance plan for the art-work.

Criteria For Review

- The art work shall be an original work created by a skilled, experienced artist.
- The art work is suitable for the general public to view and not offensive.
- The art work shall be accessible to the general public.
- The art work is permanent in nature.
- The art work does not create a nuisance or hazard and shall be durable and soundly constructed. Avoid sharp edges or other hazards near pedestrians.
- The art work shall be maintained by the Developer or successor in interest in a manner acceptable to the City.
- The art work shall be unique, and as such differentiated from corporate branding. Successful art projects are authentic to the community and its surroundings.

- The art work is of a size, scale and value suitable for the project and /or building. It shall be meaningful and appropriate to the setting.
- The art work shall be of high quality, both in conception and execution, which promotes a quality of place that embodies Woodland’s spirit and creates a more beautiful and livable environment for the enjoyment of Woodland’s citizens and visitors.
- The art work shall promote the most positive aspects of a place, idea, memorial or vision. Creativity is encouraged such that the art communicates new ways and represents new thoughts and ideas. It may be thought-provoking or whimsical, subtle or bold. It may be a single object or multiple elements.

Public Art In Lieu

A possible alternative to the provision for public art may be considered by the Community Development Director/Planning Commission, at the request of a Developer, to pay an in-lieu fee rather than install a work of art on site. While the City would prefer that actual works of art be provided, it is understood that in some cases, or for some projects, it may be difficult for a Developer to provide that work on site. In those instances the Developer may submit a written request to the City describing the potential hardship that they have in meeting this requirement and the request to pay an in-lieu fee. An in lieu fee in the amount equal to 1 (one) percent (1%) of the construction of a development project can be considered.

Any funds provided as in-lieu fee, may be used for artist design services and the development of design concepts and models; and for the selection, acquisition, purchase, commissioning, placement, installation, exhibition, and/or display of public artworks. Funds may also be expended for engineering studies or architect’s fees when collaboration is involved.

A reasonable percentage of the public art funds as provided as in-lieu fees may be used for project administration and community engagement and education activities, art and cultural tourism projects and for curatorial services and the preservation and maintenance of artworks in the City art collection.

Responsibilities

City staff shall be responsible for the administration of the public art program.

Definitions:

The following words and phrases, whenever used in this policy, shall be construed as follows:

“Artist” means a person who has a reputation among peers as a person of artistic excellence, through a record of exhibitions, public commissions, sale of works, or educational attainment as judged by the reviewing body with final design review authority for the development project.

“Construction Cost” means the total cost of any development project covered by this Policy. Calculations shall be based on construction and improvement costs as declared on all building permit applications. Building permit applications shall include, but not be limited to, all grading, building, plumbing, mechanical, and electrical permit applications for the project. The actual construction costs for the purpose of determining the Public Art Contribution amount required by this policy shall be determined by the City’s Community Development Director.

“Developer” means the person or entity that is financially and legally responsible for the planning, development and construction of any development project covered by this Policy, who may, or may not, be the owner of the subject property.

“Development Project” means a project involving the construction of any new commercial building (including office and retail uses), and new industrial building, or any mixed use building, or the rehabilitation, renovation, remodeling or improvement of an existing building, that will increase the building square footage by more than 50% or having a construction cost of \$250,000 or more. New wireless tower installations; or significant modifications to an existing older tower (applies only if the original tower did not provide public art).

The following shall **not** be subject to the requirements of this Policy:

- a) Repair or reconstruction of structures, which have been damaged by fire, flood, wind, earthquake, or other calamity
- b) Historic preservation
- c) Seismic retrofits or flood protection projects work items
- d) Fire sprinkler installation work items as defined by this Code
- e) Residential projects, except as specifically required to provide public art in Spring Lake.

“Director” means the Community Development Director, or a designee of the Community Development Director or the City Manager.

“Installation Date” means the actual date on which the public art is installed on site.

“Public Art” Public art is any work of art designed for the general public and placed in a location that is easily viewable/accessible for everyone. It could be an exhibit featuring several pieces, or a single larger one.

The public art shall be an original work, permanent in nature, in any variety of media, produced by an artist. Public art forms may range from sculpture, historic memorials, murals, photography, water features, neon, stained glass, mosaics, metal arts, to contemporary installations, or any combination of forms of media. Public art may include furnishings or fixtures that are permanently affixed to the building or its grounds, or a combination thereof. It also may include architectural features of the building such as decorative handrails, stained glass and other functional features which have been enhanced to be visually appealing.

City commissioned public art may also include pieces as identified above which may be moved from time to time as a gallery collection and placed in public buildings such as City Hall, the Library and other publicly accessible facilities.

Public Art does not include the following:

- a. Art objects that are mass produced of standard design such as playground equipment, benches, statuary objects or fountains;

- b. Decorative or functional elements or architectural details, which are not substantially unique, that may be part of a franchise design, or are designed solely by the building architect as opposed to an artist commissioned for this purpose working individually or in collaboration with the building architect;
- c. Landscape architecture and landscape gardening except where these elements are designed by the artist and are an integral part of the work of art by the artist;
- d. Directional elements such as super graphics, signage as defined in the City of Woodland Municipal Code, or color-coding except where these elements are integral parts of the original work of art or executed by artists in unique or limited editions.
- e. Interpretive programs
- f. Reproductions, by mechanical or other means, of original works of art, except in cases of film, video, photography, print making, or other media arts, specifically commissioned by the City.
- g. Services or utilities necessary to operate or maintain the artwork over time
- h. Existing works of art offered for sale or donation to the City, which do not have an established and recognized significance as public art among arts professionals and art appraisers as judged by the planning Commission or City Council.
- i. Works of art, which are not visible to the public
- j. Works of art, which cannot be reasonably maintained within the resources allocated by the City of Woodland
- k. Logos or corporate identity

“Public Art Reviewing Committee” means the Planning Commission and/ or City Council

“Public Place” means any exterior area on public or private property which is clearly visible to the general public. If located on private property, the area must be clearly visible from adjacent public property such as a street or other public thoroughfare, sidewalk, or path.