



LONG BEACH REDEVELOPMENT AGENCY

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September 18, 2006

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach
California

RECOMMENDATION:

Recommendation to request the Executive Director to execute a contract for funding of \$123,065 with Arts Council for Long Beach; and approve changes to the Percent for Public Art Program. (All Project Areas - Citywide)

DISCUSSION

In May 1998, the Redevelopment Agency (Agency) in cooperation with the City of Long Beach and the Public Corporation for the Arts (PCA, now known as Arts Council for Long Beach, ACLB) adopted the Percent for Public Art Program for private and public developments in all redevelopment project areas.

The policy requires that at least one percent of the total development costs, including construction, land and parking costs for either public or private developments beginning at \$250,000, be allocated to finance public art programs or the PCA Public Art Fund. Of this one percent obligation, the policy dictates that 70% shall be used to fund on-site art programs and 30% shall be deposited in the PCA's Public Art Fund.

To ensure specific art improvements were completed, the Agency has wavered from the policy for several larger developments recently (Promenade, West Gateway) and now proposes to make a permanent change to the Policy. Agency staff has been in discussions with the Arts Council for Long Beach and has developed a proposal that is agreeable to both parties.

The proposed revisions to the program would continue the one percent contribution, but change the manner in which art is implemented and funds are utilized, as follows:

The mission of the Long Beach Redevelopment Agency is to enhance the quality of life by improving blighted areas of Long Beach, revitalizing neighborhoods, promoting economic development, creating jobs, providing affordable housing and encouraging citizen participation.

I. Fund Annual Public Art Budget

- a. Provide funding for Arts Council for Long Beach to review and manage Public Art on development projects and deliver community education programs

Project Oversight

Executive Director	10%	\$13,500
Director of Public Art	75%	\$53,655
Project Assistant	75%	\$36,750
Overhead	12%	<u>\$19,160</u>
Total		\$123,065

Community Education Programs

A Public Art Fund (funded by 15% indicated below) will be used to provide short-term public art projects placed particularly within the Central and North Redevelopment Project Areas. In the first two years, all projects will be developed as “hands-on” public art projects in sites such as schools, parks, and storefront galleries or other alternative exhibiting spaces used by emerging local artists.

Deliverables for the public education program are planned as follows:

- Education for youth using public art as a tool to eliminate urban blight and create respect for unique neighborhood communities will be developed. Projects would include, but not be limited to, mural projects, temporary or permanent art projects, and site-specific projects.
- Projects could be produced by young people in after-school programs at Long Beach parks located in Redevelopment Project Areas or at Long Beach schools, such as Jordan High School, Cabrillo High School, Bethune Transitional, Hudson Elementary, King Elementary, Stevenson Middle School, Barton Elementary, Whittier Elementary, among others. Three priority sites that can be worked on by students and artist/student artist teams will be selected among schools or parks, determined through inquiries with Long Beach Unified School District, consultation with Agency and Arts Council staff, and input from local Redevelopment Project Area Committees.
- Artists will propose public art projects for the three primary projects through an RFP (Request for Proposals) process.

II. Change Current RDA Public Art Policy Guidelines

- a. RDA continues to require 1% of development projects for Public Art, but changes allocation to 85% for project and 15% to Arts Council solely to support community art programs, including citywide public art displays. Funds may not be used for administrative purposes.

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- i. For the first two years, the 15% must be spent on development and placement of physical art
 - ii. The Agency has the sole discretion to approve any exemptions
 - iii. Any amount short of the 85% investment will be deposited with the Agency
 - iv. Agency will be provided with a report outlining how the 15% funds are being utilized on a quarterly basis
- b. The Arts Council's Advisory Committee for Public Art (ACPA) will continue to review developers' proposals for onsite art, but will now also review expenditures of the 15% prior to implementation. In addition to its current members outlined in the Guidelines for Developers and listed below, ACPA will add one position to include an Agency staff member. Membership of the ACPA includes:
- Two artists – performing and visual (Kendell Carter and Stephen Axelrad)
 - Two arts professionals (Victoria Damrel, LBMA; and Jon Cicchetti, Landscape Architect)
 - One member of the ACLB Board of Directors (Kamran Assadi)
 - One member of the Agency Board of Directors (Rick Meghiddo)
 - One community member-at-large (Robert Ballard)
 - One RDA Staff Member – *NEW*

III. Fund Installation of Temporary / Permanent Public Art in Designated Project Areas

- | | |
|---------------------------------------|---------------------------|
| a. North Redevelopment Project Area | \$75,000 (FY 07 proposed) |
| b. Central Redevelopment Project Area | \$75,000 (FY 07 proposed) |

Arts Council will work in collaboration with the RDA and its staff to determine the sites, sites' objectives, RDA's objectives, duration of the project and its specific timelines. Input from the respective Project Area Committee will be solicited to determine needs and community priorities in terms of sites and neighborhood goals. All monies will be invested in public art products. The RDA will maintain sole approval of expenditures.

As a result of the proposed changes, the ACPA will continue their oversight of art on development projects, but in addition, the community will see an increase in art education in our neighborhoods, art production and installation outside of development projects, and the installation of temporary public art.

SUGGESTED ACTION:

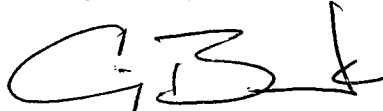
Approve recommendation.

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Respectfully submitted,



For PATRICK H. WEST
EXECUTIVE DIRECTOR

PHW:CAB:BEC

APPROVED:



GERALD R. MILLER
CITY MANAGER