



Administrative Report

N.4., File # 22-3847

Meeting Date: 5/3/2022

To: MAYOR AND CITY COUNCIL

From: CAMERON HARDING, COMMUNITY SERVICES DIRECTOR

TITLE

RECEIVE AND FILE A REPORT ON MURAL ORDINANCE OPTIONS AND AVAILABLE MURAL LOCATIONS THROUGHOUT THE CITY

EXECUTIVE SUMMARY

The City Council's Strategic Plan includes an objective to present a "report on mural ordinance options and available sites." The Community Services Department has researched the topic and found examples of ordinances from other public agencies. Staff found each ordinance to be specific and unique to the agency it represents. Most ordinances include regulations regarding public art fees; murals on private versus public property; the process to obtain permits; regulations surrounding murals grandfathered in that may not conform to the ordinance; and the approval and registration process for mural installation.

The City of Redondo Beach's public art requirements are prescribed in Chapter 6 of the Municipal Code, and are collectively named the Public Art Program. The Chapter outlines standards and guidelines for the installation of public art as part of new private developments and certain capital improvement projects constructed by the City. The program requires an allocation of funds (tied to building valuation) be spent on either a public art piece at the project site or through a donation to the John Parson's Public Art Fund for the City's use on other citywide public art projects.

Also discussed in Chapter 6 is the development of the City's Public Art Master Plan (see attached), which lists several sites for potential murals. Artists commissioned to complete a public art project using John Parson's Public Art Funds at planned locations (or other sites not included in the master plan) must submit the project concept to the Public Art Commission, where it is reviewed for appropriateness and then forwarded to the City Council for consideration approval.

To develop a mural ordinance unique to Redondo Beach, it is recommended that the City Council direct Community Services staff to work with the Public Art Commission to prepare a draft ordinance and return with an item for City Council consideration of approval.

BACKGROUND

In researching the topic staff couldn't find many comprehensive local ordinances to use as models, but did identify the City of Los Angeles as having a robust example. LA's mural ordinance includes regulations regarding fees; murals on private versus public property and the process to obtain permits; regulations surrounding murals grandfathered in that may not conform to the ordinance; and

the approval and registration process for mural projects.

The City of Glendale is in the finishing stages of a mural ordinance and completed a comparative assessment of the mural programs in West Hollywood, Portland, and LA. Their assessment would be helpful in the preparation of an RB ordinance. Staff also looked at the City of Long Beach. Long Beach doesn't have an Ordinance, but does have a Parks Mural Toolkit that provides information on the application and approval process, the roles of staff and the Parks and Recreation Commission, and a listing of available sites.

In order to provide City Council a draft ordinance unique to Redondo Beach, staff proposes to present an item to the Public Art Commission that includes examples from other public agencies and to work with the commission to develop a draft ordinance that, among other things, addresses private properly murals that are not part of a development project; procedures for mural review, approval and issuance; and a grandfather clause for existing murals in the City. The drafted ordinance would then be presented to City Council for consideration of approval.

City of Redondo Beach Public Art Program

Currently, the City of Redondo Beach has a number of existing public art requirements prescribed in Chapter 6 of the municipal code, collectively named the Public Art Program. This chapter outlines standards and guidelines for the installation of public art in new, private developments and capital improvement projects constructed by the City involving certain buildings and community facilities. This program requires new developments to include public art as part of their project at a cost of at least 1% of the building valuation. Alternatively, developers may make a monetary contribution of at least 1% of the building valuation to the City's Public Art Fund, which can be used by the City for other citywide public art projects. Similarly, the City must allocate an amount equivalent to 1% of the building valuation to be applied towards a public art installation that would be incorporated into the project.

This program was encouraged and in part developed from the efforts of John Parsons, a former Planning Commissioner, Harbor Commissioner and City Council member. Following his passing, the City created a Public Art Fund, known as the John Parsons Public Art Fund, where in-lieu fees and public art-specific donations would be collected for future projects and allocated through the guidance of the Public Art Commission. Additionally, a Public Art Master Plan was developed to outline the placement, installation and acquisition of public art owned by the City that utilizes the John Parson's Public Art Fund. A copy of the Public Art Master Plan is included as Attachment 1.

Potential Sites for Murals

The City's Public Art Master Plan, adopted in 2016, identifies several sites for potential murals listed on pages 42-45. Examples of these potential sites include exterior walls or building facades, street medians, open space, parks, and beautification of amenities throughout the City including benches and trash cans.

Although certain sites have already been identified, an artist may propose alternative locations not included in the Master Plan. Currently, if the City receives interest from an artist to create a mural in a public space, the artist would present the proposal, including images of the artwork and the proposed location, to the Public Art Commission for consideration. After evaluating the project, the Public Art Commission makes a recommendation to the City Council as to whether or not the City should approve the art installation and use Public Art Funds.

COORDINATION

The Community Services Department coordinated internally to develop this report.

FISCAL IMPACT

Typically, the installation of new murals is funded by the John Parsons Public Art Fund. The fund has a current balance of \$909,122.06.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

1. Public Art Master Plan