

WATSONVILLE PUBLIC ART PROGRAM

"Percent for the Arts"

City of Watsonville

Parks and Community Service Department



Recommendation

That the Commission recommend the Council adopt a new ordinance amending the Watsonville Municipal Code by adding Chapter 20 Entitled "Public Art Program" to Title 8.



Why Public Art?

Cities gain value through public art – cultural, social, and economic value. Public art is a distinguishing part of our public history and our evolving culture. It reflects and reveals our society, adds meaning to our cities and uniqueness to our communities. Public art humanizes the built environment and invigorates public spaces. It provides an intersection between past, present and future, between disciplines, and between ideas.

- Americans for the Arts



Why Public Art? (cont.)



Healthy, equitable communities are places that create the conditions for all people to reach their optimal well-being, such as access to safe neighborhoods, good jobs, homes, and schools. Healthy, equitable communities are places with strong social cohesion. Place-based arts and cultural strategies can uniquely contribute to the formation of social cohesion.

- Metris Arts Consulting, funded by the University of Florida

Purpose

- Systems and Cultural Shifts
 - From art for art's sake to art as a vehicle to create community unity, engagement and well-being.
 - Art as a driver for economic development
 - From City government view of art as a nice to have, to a must have.
 - From access to art as a privilege for some, to access to art as a right for all.



Background

- 2004 – City Council adopted Mural Policy
- 2010 – Council and Redevelopment Agency (RDA) approved Public Art Guidelines and appropriated \$50,000 to support public art.
- 2011 – Council and RDA approved 2-year public art plan.
- 2012 – RDA was dissolved, along with public art plan and funding.
- 2019 – Parks and Community Services Department tasked with reviving City's Public Art Program.

Background (cont.)

Phase	Funding Source	Location
Phase 1: Community Initiated Public Art Projects	Not City funded. Funding examples could include: <ul style="list-style-type: none">• private investment• donations• grant funding	<u>No Fee:</u> Public Spaces, City Buildings and Rights-of-Way <u>Fees Apply:</u> ONLY Privately owned commercial spaces visible from public spaces or rights of way
Phase 2: City Initiated Public Art Projects	Fully or Partially City Funded	Public Spaces, City Buildings and Rights-of-Way

Percent for the Arts

- Phase 2 of the Public Art Program
- Establishes guidelines for the City's procurement and implementation of public art
- Creates a funding mechanism to support these efforts



Proposed Ordinance

Establishes a City Ordinance for the Watsonville Public Art Program (PAP) to:

- Establish a Cultural Fund
- Create a development fee
- Define how Funds may be spent from the Cultural Fund



Percent for the Arts Programs

- At least 48 Cities in California have adopted similar programs

Jurisdiction	Fee for Private Development	Fee for Public Projects
Santa Cruz County	No Fee	2% of total eligible County construction costs
City of Capitola	2% total building valuation or 1% in lieu for construction over \$250k	2% of total eligible City construction costs
City of Santa Cruz	No Fee	2% of total eligible City construction costs
City of Salinas	No Fee	0.50% of total eligible City construction costs, with a max of \$50,000 per project. Annual Max of \$100,000 total.
City of Watsonville	0.25% total building valuation for construction over \$500k and remodels over \$250k	No Fee

Program Allocation (“The Fee”)

- 0.25% of the total building permit construction valuation, excluding land acquisition costs , with a cap of \$75,000 per project.
- Applies to:

Residential

- New residential development projects of 5+ units

All Other

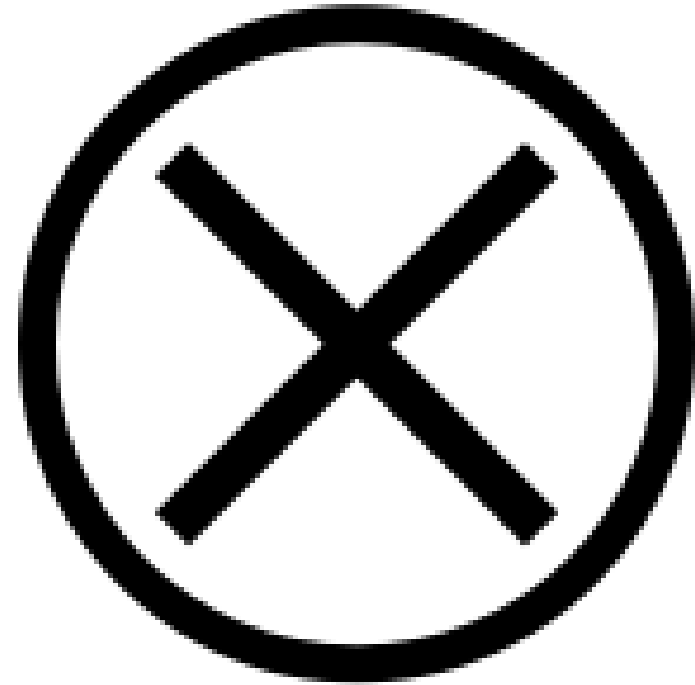
- Commercial, industrial, and public building development projects, with a building valuation of \$500,000 or more

Remodels

- Remodels with valuation of \$250,000 or more

Program Allocation (“The Fee”)

- Does **not** apply to:
 - Non-profit performing arts and museum spaces
 - Remodels for earthquake rehabilitation



Program Allocation (“The Fee”)

- If the total allocation for a development project is less than \$75,000, the applicant shall pay their Watsonville Public Art Program allocation into the Cultural Fund



Pay the Watsonville
Public Art Program
allocation into the
Cultural Fund

Program Allocation (“The Fee”)

- If the allocation meets the cap of \$75,000, the applicant shall either:



Pay the Watsonville Public Art Program allocation into the Cultural Fund



Commission original artwork for the applicant's development project



Donate artwork to the City



Incorporate a Cultural Facility into the applicant's development project

Use of the Cultural Fund

- For the design, acquisition, commission, installation of artwork by the City
- For preventative care and maintenance artwork
- To sponsor or support the performing arts
- For the acquisition and improvement of property for displaying artwork or conducting performing arts activities
- For costs associated with administering the Watsonville Public Art Program
- Other City-produced cultural programs

Process for Use of Funds

- Develop a “Public Arts Master Plan”
 - Identify Community Needs and Funding for each possible use of funds
 - Developed through a community engagement process
- Approval for City projects by
 - Community Advisory Committee/Artist Selection Panel, then
 - Parks and Rec Commission
 - City Council (for appeals)
- Implementation of Arts Master Plan overseen by Parks and Rec Commission

Financial Impact

- 0.25% fee equates to a fee similar to some existing developer fees
- Annual revenue is dependent on development that occurs within the City.
- Estimated revenue if this fee were in place during calendar year 2021:

\$341,500	Payments directly to the Cultural Fund from projects for which the Watsonville Public Art Program allocation would have been less than \$75,000 would have been approximately \$341,500.
\$75,000	Public Art potentially on private property
\$416,500	Total value of investment in the arts

Community Engagement

- September 13, 2021 – Stakeholder Meeting
- September 30, 2021 – Community Meeting
- January 2022 – Meetings with interested developers

Technical support provided by the Arts Council of Santa Cruz County



Commission Recommendations

- **Planning Commission** (Public Hearing - March 1, 2022) – Unanimously recommended Staff's recommendation
- **Parks and Recreation Commission** (March 7, 2022) - Unanimously recommended Staff's recommendation, with the recommendation of a 1.5% fee

Recommendation

That the Council adopt a new ordinance amending the Watsonville Municipal Code by adding Chapter 20 Entitled "Public Art Program" to Title 8.



QUESTIONS?

Sample Residential Project

Valuation	\$8,250,723
Fire Impact Fee (RES)	\$48,000
Public Facilities Impact Fee	\$26,864
Affordable Housing Fee	\$335,328
Parks/Rec Impact Fee (RES)	\$270,000
City Wide Traffic Impact Fee (RES)	\$96,480
Carbon Fee	0
Impervious Area Fee	\$40,309
Groundwater Impact Fee	\$67,159
Storm Drain Fee	\$21,500
Underground In Lieu Fee	\$22,432
Sanitary Sewer Connection Fee	\$93,590
Water Connection Fee	\$121,865
Water Meter Fee	\$49,921
Address Assignment	0
Engineering, Inspection and Permit Fees	\$59,146
Total Permit/Impact Fees	\$1,252,594
<i>Est Art Fee at 0.25%</i>	<i>\$20,627</i>
<i>Est Art fee at 1.5%</i>	<i>\$123,761</i>

Sample Commercial Project

Valuation	\$1,700,000
Fire Impact Fee (COM)	\$4,570
Public Facilities Impact Fee	\$4,570
Affordable Housing Fee	\$9,382
Parks/Rec Impact Fee (COM)	\$5,712
City Wide Traffic Impact Fee (COM)	\$37,146
Carbon Fee	\$0
Impervious Area Fee	\$5,141
Groundwater Impact Fee	\$0
Storm Drain Fee	\$2,856
Underground In Lieu Fee	\$14,256
Sanitary Sewer Connection Fee	\$54,913
Water Connection Fee	\$10,365
Water Meter Fee	\$44,548
Address Assignment	\$308
Engineering, Inspection and Permit Fees	\$636
Total Permit/Impact Fees	\$194,401
<i>Est Art Fee at 0.25%</i>	<i>\$4,250</i>
<i>Est Art fee at 1.5%</i>	<i>\$25,500</i>