



HEALDSBURG PARKS AND RECREATION COMMISSION

AGENDA ITEM:	4.a. Temporary Art Installation Pilot Program
MEETING DATE:	January 10, 2018
PREPARED BY:	Mark Themig, Community Services Director
REQUESTED ACTION:	<i>Receive information on a proposed temporary art installation program and provide comments to staff</i>

BACKGROUND:

In 2007, the City adopted a public arts policy that guides the installation of artwork in public spaces for long-term installations. Recently, there have been many temporary art installations throughout the downtown area that are in violation of Municipal Code. Community members and the City Manager asked staff to look at options to allow temporary art installations to occur through a structured program.

DISCUSSION:

The Police Department, Public Works, and Park Maintenance continue to be challenged in dealing with the artwork that is being displayed in the downtown area that is in violation of Municipal Code. Police have received complaints from downtown businesses, walkways have been partially or completely blocked, and staff have been responsible for cleaning up leftover debris. In response, Police have cited one of the artists, but the art activity continues.



Over the past two months Community Services staff had several conversations with staff at the Police Department regarding the activity, and met with community members who are supporters of the artwork including Ray Boyda, Ann Carranza, and Jennifer Utsch to talk about potential solutions. Staff also met with one of the artists, Justin Olson, and although we were successful in convincing Mr. Olson to stop displaying his artwork in the Plaza, he relocated to other locations in the downtown area. Even though Police can continue to cite artists, there is agreement between many to see if we can come up with a better solution.

During meetings with community members, we agreed to look at two different courses of action: (1) community members would try to identify private property where temporary art installations could

occur, and (2) staff would look for a potential public space for this activity. In follow-up conversations with community members, they found that none of the property owners they contacted were interested in accommodating this activity. As a result, staff is proposing to develop a pilot program for temporary art installations using a public space.

Proposed Location

Staff reviewed several potential locations for temporary art installations including the Foss Creek Pathway, portions of the Plaza, West Plaza, and other locations in the downtown area. The proposed location for the pilot program is the planter bed in West Plaza Park that previously held the fountain, and more recently a sculpture installation that was removed in 2017.

The planter bed needs a refresh, and through this pilot program staff feels that we could create something that would be both visually appealing and provide a legitimate space for artists of all backgrounds to display temporary artwork under a permit process. The planter bed:

- Has a defined boundary so the display area is easily enforceable
- Is relatively large so there could be some creativity for small and large installations
- Has good traffic flow which is important for the artists
- Has no current plan to replace the sculpture that was removed, although we should discuss this in the future when we develop long-term renovation plans for West Plaza



Program Framework

Staff is proposing to develop the program under the following framework:

- A pilot program (3 – 6 months) with ongoing assessment
- Established program criteria: permit application process, materials that could be used, review process, length of time a display could be up, rotation of artists, etc.
- Engaging community advocates to help artists with both the permit application process (if needed), and ongoing monitoring of their work
- Engaging community advocates to assist with cleaning up the planting bed and preparing it for the artwork

Staff has consulted with the City Attorney and as part of the criteria we would develop language that would provide guidance for the artwork (size, materials, content, etc.). Staff has also talked with Police Chief Burke and Lieutenant Jenkins and they are supportive of trying this as a pilot program. Staff is in the process of following-up with the owners of both Hotel Healdsburg and the Bear Republic to discuss, since they are in the closest proximity of the site.

Authority to Create the Pilot Program

While the City's public art policy guides public art installations, it states that the policy "**...shall include all artwork that is intended to be displayed for an extended period of time...**". (See bottom of Page 1: <http://www.ci.healdsburg.ca.us/documentcenter/view/571>). In addition, the Parks Chapter of the Municipal Code states: "Without a permit from the director, make or place on any tree, plant, shrub, bloom, flower, building, sign, fence, bench, structure, apparatus, equipment, or property, or an any portion thereof, any rope, wire, mark, writing, printing, sign, card, display, or similar inscription or device. (Ord. 967 § 1, 2000. Code 1964 § 14A-28.)"

(<http://www.codepublishing.com/CA/Healdsburg/#!/healdsburg12/Healdsburg1228.html#12.28.280>)

These terms present an opportunity to allow temporary art installations to occur in a park in a designated location under a permit issued by the Director.

ATTACHMENTS:

Public Art Policy