



CITY OF POMONA COUNCIL REPORT

June 21, 2021

To: Honorable Chairperson and Governing Board of the City of Pomona Housing Authority

From: James Makshanoff, Executive Director

Submitted By: Anita D. Gutierrez, Development Services Director

SUBJECT: ADOPT A RESOLUTION APPROVING AN UPDATE TO THE ART IN PUBLIC PLACES POLICY AND GUIDELINES MANUAL

RECOMMENDATION:

It is recommended that the City Council take the following actions:

- 1) Adopt the following resolution (Attachment No. 1):

RESOLUTION NO. 2021-85 – A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF POMONA, CALIFORNIA, APPROVING AN UPDATE TO THE ART IN PUBLIC PLACES POLICY AND GUIDELINES MANUAL

EXECUTIVE SUMMARY:

In 2012, the City Council adopted the Art in Public Places Program (“AIPP”) and accompanying AIPP Policy and Guidelines Manual (“the Manual”). Amendments to the Manual can only be made by Council resolution. In March 2021, the Cultural Arts Commission recommended an update to the Manual to address limitations related to eligible expenses, artist selection, application procedures, and definitions. The proposed update does not change the provisions of Section .5809-24—Art in Public Places of the Pomona Zoning Ordinance, or otherwise significantly change the regulatory framework of the AIPP program, but instead streamlines the City’s ability to interpret the code and meaningfully pursue public art from its Public Art Fund citywide, including the funding of youth artists and mentoring programs.

FISCAL IMPACT:

There will be no fiscal impact from the adoption of the updated Manual.

PREVIOUS RELATED ACTIONS:

On December 5, 2011, the City Council adopted Ordinance No. 4151, amending the Pomona Zoning Ordinance to add Section .5809-24 to establish a Public Art requirement for private development and to add Section .5809-25 to establish regulations for original artwork murals. The

ordinance called for the establishment of an Art in Public Places Program (“AIPP”) and accompanying AIPP Policy and Guidelines Manual (“The Manual”). The Manual was amended by City Council Resolution No. 2012-35 on March 5, 2012.

DISCUSSION:

Over the last nine years, the Manual (Attachment No. 3) has posed the following seven challenges to Staff, the Cultural Arts Commission, its Citizen’s Advisory Committee, and the Pomona artist community:

1. Unnecessarily prescriptive location and artwork and artist definitions that places limits on visual art and temporary artwork.
2. Does not adequately define consultation fees in acquiring/installing art, including non-profit/community-based orgs/educational institutions.
3. Confusing and rigid artist selection method.
4. Conflating private developer path and Public Art Fund (in lieu) path for expenses, with impractical line items, such as appraisals.
5. Inability to compensate artists asked to spend significant time on proposals
6. Lack of ability to make minor Manual modifications at Commission/City level
7. Poorly formatted and written prior to execution of Program, on-the-ground needs have changed since 2019 (including new 5-Year Action Plan).

The proposed revision to the Manual (Attachment No. 2) establishes new definitions that are inclusive of non-profit organizations and enables the City to meaningfully fund youth-based art programming citywide. It further enables the City to continue funding the Temporary Art Pilot Program, which has successfully funded multiple local artist efforts, including the K-Rail artist project and various Temporary Art permits at public parks and on private property.

The Manual also streamlines eligible expenditures by establishing a single listing inclusive of both private development satisfying public art requirements, and public art funded by the Public Art Fund. Eligible expenditures have been clarified to redefine artist consultation to be inclusive of artists that assists with the identification of other Artists to execute works of art, or functions as a Supervising Artist to ensure the implement of works of art. This will enable the Public Art Fund to support community-based organizations directly involved with identifying artists, developing their talents, and producing public artwork. The eligible expenditures also include an artist stipend to fairly compensate artists vying for Public Art Fund dollars.

The review and approval of public art funded by the Public Art Fund has been streamlined to reflect the existing requirements of the Pomona Zoning Ordinance. Most significantly, the call for artist process has been streamlined to enable calls open to the general public, including artists submitting qualifications, by invitation only, or limited to a pre-qualified shortlist, when appropriate. Furthermore, the funding of such artists has been streamlined to allow for a design competition method, which reduces the amount of paperwork and time to fund efforts like temporary art and reduce artist involvement with insurance and liability requirements.

COUNCIL PRIORITIES & GOALS: This item supports City Council Goal B: improve efficiency and effectiveness of City services to businesses and residents. The updated AIPP Manual will streamline the process to select and fund Pomona artists to pursue public art citywide.

Prepared by:

A handwritten signature in black ink, appearing to read 'Ata Khan', written in a cursive style.

Ata Khan
Planning Manager

ATTACHMENTS:

- Attachment No. 1 – Resolution No. 2021-85
- Attachment No. 2—Exhibit A: Updated AIPP Manual
- Attachment No. 3—Existing AIPP Manual