

# Public Art

Jeremy Rogers – Community Services Director  
Lilly Whalen – Community Development Director

Pinole City Council  
July 18, 2023



# What is Public Art

- Simply, art in public spaces
- Publicly accessible via both physically and or visually
- Includes murals, sculptures, memorials, integrated architectural or landscape architectural work, community art, digital new media, and even performances and festivals.
- Benefits of public art – provides a positive impact on communities by supporting beautification, economic growth and sustainability, attachment and cultural identity, artists as contributors, social cohesion and cultural understanding, and public health and belonging.



# Public Art in Pinole

- Seven (7) murals Commissioned by the City's former Redevelopment Agency
  - The murals are in various conditions (from good to deteriorated)
- Six (6) public tile mosaics



# Existing Public Art Policies in Pinole



The City has not developed a Public Art Program or Public Art Policy.



City lacks policies related to curation, contracting, installation, maintenance, conservation, loans, and decommissioning of public art.



City's General Plan and Three Corridors Specific Plan provide guidance that can be used in developing such policies.

# Existing Public Art Policies in Pinole's General Plan

Develop **community entry features** at key gateways or city entries along Interstate 80

Establish a Gateway Program to create a **sense of entry and promote wayfinding at key locations**, incorporate community landmarks and focal points into community and neighborhood parks

Establish a program to identify **historical structures, places and events** in recognition of their status

Consider utilizing the **Community Services Commission** to establish a public art program

Direct new and/or enhanced unique San Pablo Avenue, Pinole Valley Road, and Appian Way **regional and neighborhood gateway treatments at key locations** to visually enhance the portion of the corridor within Pinole

# Existing Public Art Policies in Pinole's Specific Plan

The City should consider initiating an **"Art in Public Places"** program that can provide incentives as well as layout guidelines for design and placement of art in Pinole.

All **capital improvement and development projects** should explore the integration of public art into the design of public streetscape elements (e.g., paving, street furniture, transit shelters, lighting).

Public art is encouraged to be used **in a variety of locations** to enhance the quality and use of the public space or downtown street environment.

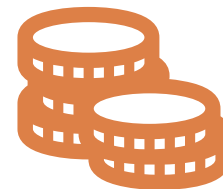
Public art should consider the **incorporation of functional streetscape amenities**, such as benches, walls, stairs, paving, bike racks, and bus stop shelters.

Public art should **reflect the spirit and character of the community**. Murals are a colorful form of public art that can celebrate the history and culture of Pinole.

The design and materials of the artwork should be **durable against weather and vandalism**, and should not require extensive maintenance.

## Current Funding

- The City has not adopted measures to ensure consistent funding for public art.
- City has accumulated a small Public Art Fund - was established when public art fees were negotiated as a part of the development agreements for the Gateway projects in the early 2000s.
- The Public Art revenue account currently has a balance of \$95,892.50. However, the City has not adopted a policy on how to expend funds collected for public art, which would be a recommended next step.



# Art in Public Places Program

- The City's Three Corridors Specific Plan encourages the City to consider initiating an "Art in Public Places" program.
- Program could support the integration and maintenance of site-specific installations and unique public art in public places that reflect the history and values of the Pinole community.
- Program could address donations of art from community groups, include a policy related to gifts and loans of artwork, support local non-profit arts and culture organizations for community-based arts activities, and establish an interest-bearing Arts Fund.





# Components of an Art in Public Places Program



Public Art  
Review Authority



Funding



Site & Artist  
Selection



Documentation  
and Maintenance  
of Public Art



Acquisition and  
Removal of  
Public Art



Receipt of Public  
Art Gifts



Educational  
Opportunities  
and Community  
Engagement



Accessibility

The background of the slide features several thin, curved lines in shades of gray, some solid and some dashed, creating a sense of motion and depth. A blue rectangular box with a speech bubble tail at the bottom is positioned on the left side.

## Potential Funding Sources

- “Percent for Art” refers to a policy and program that requires development projects to incorporate publicly accessible art into the development or pay a commiserate in-lieu fee that would fund public art in other locations in the City.

# Components of a Percent for Art Ordinance



Applicable private  
development  
projects



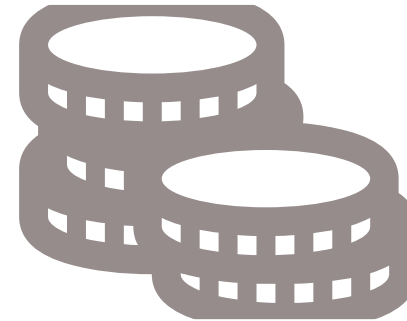
Applicable capital  
improvement  
projects



Provision of art on-  
site



Alternative to  
Provision of Art



Capital Projects  
Percentage for  
Arts



Exemptions for  
certain projects

## Potential Next Steps

- Work with the Community Services Commission to develop recommendations for a comprehensive Art in Public Places program. The Program could include guidelines for City art projects and collections, roles/responsibilities, collection management, maintenance, and conservation; and
- Work with the Planning Commission to develop recommendations for a Percent for Art Ordinance and guidelines, procedures and criteria for art in private development; and
- Consult with the Pinole Artisans and other professionals to provide recommendations on the maintenance and preservation and/or decommissioning (if necessary) of each mural in Pinole commissioned by the Redevelopment Agency. Staff will return to Council with a recommended plan of action and associated budget.



QUESTIONS?