

January 1, 2020

RE: Public Art in El Segundo

Dear Property Owner/Developer:

On November 19, 2019, the El Segundo City Council adopted Ordinance 1594 establishing a Public Art or In-Lieu Fee Requirement and a Cultural Development Fund. The requirement applies to certain commercial and industrial developments with a project cost exceeding \$2,000,000.00.

Public art enhances the quality of life in a community, providing benefits to the developer and the public. Some of the benefits are outlined in the attached ordinance and embody the goals for the Cultural Development Program:

- A robust public art program fosters economic development, creates vital public spaces, and promotes general health and welfare by contributing to a more desirable community in which to live, work, and visit.
- Well-conceived and executed works of art that are integrated into their sites and accessible to the public enhance the value of development projects, create greater interest in leased space, promote cultural tourism, and create a vibrant environment
- Public art is a lasting and visible contribution to the intellectual, emotional, and creative life of the community at large, thereby enhancing the perception of development projects.
- Public art should reflect the creative community that lives, works, and visits El Segundo. By adding public art in private development, the program strives to build the City's reputation as a dynamic public art locale with works of many diverse styles and disciplines, of the highest aesthetic standards.

This ordinance gives you the option of commissioning art work on your site equal to 1% of the project cost or paying the 1% to the Cultural Development Fund in-lieu of commissioning artwork. If you decide to make the in-lieu payment, the funds are due to the Finance Department prior to the issuance of a building permit. No presentations to the Arts and Culture Advisory Committee will be required.

Should you decide to create original public art on-site, the process is key to successful outcomes. Artwork is best integrated into a construction project when the artist is identified

early enough in the project planning to become part of the design team. Artists will often see opportunities to leverage existing construction budgets and create more impactful artworks when they are brought into the process early. The ordinance allows for a broad spectrum of types of artwork to be commissioned on-site. This creates opportunities for developers and artists to create engaging and diverse art experiences for the community. If you decide to commission artwork on-site, the steps of the process are as follows:

1. Meet with the Library Services Director, the staff liaison for the Arts and Culture Advisory Committee (ACC), within 60 days of the initial application to the Planning Department. At this meeting, you will get more detailed information on the process, resources available, and discuss the possible types of artwork you are interested in commissioning.
2. Once you select an artist and have developed a “public art plan,” the ACC will review the selected artist, art concept proposal, budget breakdown, maintenance plan, and timeline for installation. Final approval from the ACC is necessary prior to moving forward with the public art plan.
3. The artwork and identification signage must be installed and verified by City staff and all agreements finalized prior to the City’s issuance of the Certificate of Occupancy.

We look forward to working with you to increase public art in the City of El Segundo. We expect some changes will be needed during the early implementation stage and look forward to your feedback.

Sincerely,

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