

CITY OF YUBA CITY
STAFF REPORT

Date: November 20, 2018

To: Honorable Mayor & Members of the City Council

From: Public Works Department

Presentation by: Benjamin Moody, Deputy Public Works Director – Engineering
David Read, Executive Director of Yuba Sutter Arts

Summary

Subject: Approval of the Call to Artists: Yuba City Water Tower Project

Recommendation: Approve the advertisement of a call to artists and begin the evaluation process for the development of an art image for the Yuba City Water Tower.

Fiscal Impact: \$500 honorarium per finalist; associated staff time.

Purpose:

To enrich Yuba City culture and infrastructure by encouraging and developing public art throughout the City.

Background:

Yuba Sutter Arts (YSA) and the City have had a long partnership in fostering the growth of the arts in public spaces within the region. Over the past year, YSA and City staff have developed a public art initiative in a focused effort to connect local art with public infrastructure. The initial focus of this initiative has been the installation of mini-murals on City-owned traffic signal utility boxes. To date, seven boxes have been painted by local artists throughout the City as part of this effort. These murals have received significant positive reactions from the community.

To further the movement to integrate larger-scale public art with City-maintained infrastructure, the Yuba City Water Tower on Plumas Street was suggested as a future site of a potential installation. The Water Tower is an iconic structure in the heart of downtown, visually harkening back to the agricultural history of the region while marking the location of a focal point of commercial and economic progress in the City. In recent years, however, the lighting and signage on the Water Tower have fallen into disrepair due to maintenance difficulties and budget constraints.

The City is tentatively considering options for a project to restore the Water Tower. In an effort to revitalize the landmark while adding community value, potentially without adding increased cost, staff and YSA recommend combining the maintenance project with a large-scale art installation.

Analysis:

YSA has developed a draft of the specifications and application for a Request for Proposals (RFP) in order to select an artist or artistic team for the proposed project. Applicants must be

California-based artists, and proposals will be evaluated based upon proposed design, past projects, innovation, experience, and artistic merit. The RFP will have two phases of review, with a \$500 honorarium provided to finalists to further develop and finalize their proposals beyond the initial application requirements.

The application review committee will be selected by the City and YSA will provide assistance in facilitating the review and communicating with the artists.

Fiscal Impact:

At this time, the fiscal impact is limited to staff time required to facilitate the RFP and the \$500 honorarium to be provided to each finalist. After review of the proposals, staff will determine project viability and will return to Council for direction at a future date if further action is needed.

Alternatives:

Delay or do not approve the call to artists and development of the art installation project.

Recommendation:

Approve the advertisement of a call to artists and begin the evaluation process for the development of an art image for the Yuba City Water Tower.

Prepared by:

Submitted by:

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Reviewed by:

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DL

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TH via email