



**MEMO TO:** Parks and Human Services Committee of the Whole

**FROM:** Chris Weber, Cultural Arts Administrator

**DATE:** March 5, 2019

**SUBJECT:** Proposed Privately Developed Public Art Amendment Proposal & Process Update

**I. PURPOSE** ☒ For Info Only ☐ Potential Agenda Item ☐ Scheduled for Council Action

**II. RECOMMENDATION**

Briefing on Proposed Amendments to Redmond Zoning Code and Redmond Municipal Code: Integrating Public Art into Private Development.

**III. DEPARTMENT CONTACTS**

Maxine Whattam, Interim Director, Parks and Recreation	425.556.2310
Rachel Van Winkle, Deputy Director, Parks and Recreation	425.556.2334
Jae Hill, Planning Manager, Long Range Planning	425.556.2414
Janet Lee, Planner, Long Range Planning	425.556.2411
Carolyn Hope, Park Planning & Cultural Arts Manager	425.556.2313
Chris Weber, Cultural Arts Administrator	425.556.2316

**IV. DESCRIPTION/BACKGROUND**

The Parks and Recreation Department has been collaborating with the Planning Department on a zoning code amendment, amendment to the Arts & Culture Commission Ordinance, and internal policies and procedures related to privately developed public art.

The key deliverables for this project will be:

- Redmond Zoning Code Amendments - Code amendments to define the types of projects that require Arts & Culture Commission review, what needs to be submitted for review, the review criteria and schedule. Refine and clarify existing Marymoor Village code standards and regulations, evaluate necessary updates for master planned developments and other code provisions that might trigger a review of privately developed public art.
- Municipal Code Amendments – Update the roles and responsibilities of the Arts & Culture Commission as needed.
- Review Process for Arts and Culture Commission- Evaluate internal policy and procedures related to this effort.
- Communication Materials – Develop materials for stakeholder and public outreach.

## **PURPOSE**

Over the last several years, the City has encouraged the private sector to play a more significant role in place-making and creating pedestrian amenities. A 2017 effort by a developer to include public art in their proposed building revealed critical gaps in both our policies and procedures. We received high-level direction from the Mayor and City Council to clarify our policies and procedures to more effectively encourage the integration of public art into private development. That directive has become time-sensitive as master planned developments are beginning to provide public art through the public benefit provision of their agreements and as Marymoor Village, the only area in the City with a public art density bonus, is starting to attract increasing interest from developers who wish to incorporate art.

The City does not have any policy, code, or resolution that addresses when or how the City should review public art projects proposed by a developer. A preliminary process reviewed by staff and the Arts and Culture Commission is being used in the interim. In the meantime, staff members are continuing to research other cities approaches to privately developed public art and are developing a stakeholder and public engagement process.

This interdepartmental effort will result in adoption of code amendments to provide more clarity about the integration of public art in private development including development incentives, the use of art to meet design requirements, and the location of private artwork in the public space.

## **STAKEHOLDER APPROACH**

The key stakeholders include the Art and Culture Commission, Planning Commission, Design Review Board, the City Council, developers, artists and arts organizations, and the public. The role of each stakeholder group is described below:

### **Arts and Culture Commission**

- Review new proposed definitions for the zoning code (e.g.; public art)
- Evaluate their role and procedures in reviewing artwork
- Provide a recommendation to the Planning Commission

### **Planning Commission**

- Provide input on the development review processes
- Review the overall function of the ordinance
- Hold a public hearing
- Provide a recommendation to City Council

### **Design Review Board**

- Inform them of the proposal and seek their input based on their knowledge of the development process

### **City Council**

- Provide input on the development review processes
- Review the overall function of the ordinance

- Decide whether or not to amend the code and ordinance

#### Developers

- Inform them of the proposal and seek their input on the proposed public art review process and options for using an in-lieu fund for development incentives.

#### Artists and arts organizations

- Seek input on the definitions, submittal requirements, and use of in-lieu funds

#### Public

- Inform the community of the proposal and seek input.

### MILESTONES

<b>Milestone</b>	<b>Target Date for Completion</b>
Finalize Approach and Schedule for Project	December 2018
Finalize Charter and Process with Directors	January 2019
Introduce project to commissions Initial Draft of Amendment Package	1 <sup>st</sup> Quarter 2019
Research and Refinement of Approach Initial Draft of Amendment Package	1 <sup>st</sup> Quarter 2019
Stakeholder & Public Outreach (Commissions, Developers, Artists)	2 <sup>nd</sup> Quarter 2019
Draft Amendment Package, Review with Stakeholders, Seek Arts & Culture Commission Recommendation	2 <sup>nd</sup> Quarter 2019
Tech Committee Report	3 <sup>rd</sup> Quarter 2019
Planning Commission Report	3 <sup>rd</sup> Quarter 2019
City Council Approval	4 <sup>th</sup> Quarter 2019
Implementation	2020



**A. Analysis**

To date, staff members have researched methods used by other jurisdictions to review privately developed public art; vetted the interim methodology with staff, the Arts and Culture Commission, and have begun implementing the interim process with developers as a pilot. Continued research and evaluation of the pilot will help inform a proposal that will be vetted with stakeholders and the public.

**V. TIME CONSTRAINTS**

Several developments are adding public art to their projects for blank wall mitigation requirements, master plan development agreement requirements, code incentives and voluntary efforts. They are and will be seeking guidance on how to meet city requirements for public art. Two projects are already in the process of briefing the Arts and Culture Commission on their proposed art projects including projects using the Marymoor Village public art incentive, addressing a blank wall, and voluntarily providing public art.

**VI. LIST OF ATTACHMENTS**

- A Presentation
- B Applicable Redmond Zoning Code Sections