



TO: Members of the Public Art Review Board

SUBMITTED BY: Jaime A. Valdez, Assistant City Manager

PREPARED BY: Blake Markum, Management Analyst

SUBJECT: Presentation on the City's Public Art Policy and the Role of the Public Art Review Board

RECOMMENDATION:

Receive a presentation on the City's Public Art Policy and the role of the Public Art Review Board.

BACKGROUND:

Adoption of the Public Art Policy

At the May 21, 2019, City Council meeting, the City Council directed staff to develop a public art policy for the City. This objective was added to the City of Goleta Strategic Plan under Strategic Goal 2.2: Support programs that enhance quality of life in the Goleta community such as recreation, public safety, human services, and cultural arts.

At the May 6, 2025, City Council meeting, the City Council awarded Old Town Pride of Place Grants to support various programs and projects at local businesses. Two (2) of the projects funded by the City include the installation of murals. These projects underscored the need to implement a clear review process for public art projects and for guidelines related to murals. Since the projects were received prior to the adoption of a formal policy, however, the Council directed staff to handle these projects through an informal process which includes a voluntary presentation to the Design Review Board.

At the August 19, 2025, City Council meeting, staff presented a draft public art policy to the Council and received the Council's direction on several key aspects of the policy. The Council then adopted the Public Art Policy ("Policy"), Resolution No. 25-44, at the October 7, 2025, City Council meeting (Attachment 1).

Public Art Policy Overview

The purpose of the Public Art Policy is to:

1. Establish the City's Public Art Program.
2. Articulate the City's vision for public art in the community.
3. Support the installation of artwork in public spaces and in private developments.
4. Institute approval procedures and guidelines for public art projects.
5. Establish the City Council as the approval body for public art projects.
6. Establish the Public Art Review Board as the primary advisory body for public art projects.
7. Institute a process for accepting loans or donations of public art for display in City facilities.
8. Encourage public engagement in the public art process.
9. Provide recommended guidelines for art installations in private developments.

The Policy establishes the processes for the approval of public art projects, which includes works of art located in or at City-owned facilities (including city buildings, parks, and park facilities) in areas designated as public area or public assembly areas; on the exterior of City-owned facilities; in other City-owned areas or public rights of way under the jurisdiction of the City; on non-City-owned property, if the work of art is installed or financed, wholly or in part, with City funds or grants procured by the City; and for art projects on non-City owned property (including private developments) when the work of art is visible from the public right-of-way.

Per the Policy, the Public Art Review Board (PARB) serves in an advisory capacity to the City Council in the review of public art projects that are City funded or city owned. The PARB, established by Ordinance No. 25-09 (Attachment 2), consists of three (3) art advisory members appointed by the Mayor and ratified by the City Council, and two (2) members of the Design Review Board (DRB) selected on a yearly basis by the DRB from amongst its members.

Meetings of the Public Art Review Board

Meetings of the PARB will be held as needed when public art projects come forward and will not be held on a regular basis. Since two (2) members of the DRB will serve on the PARB, meetings of the PARB will be scheduled just prior to regularly scheduled DRB meetings to minimize impacts on the members' schedules.

Evaluation Criteria

Public art projects at City-owned facilities will typically be submitted in response to a call for proposals issued by the City. Artists will submit applications and designs to the Planning Department, and the applications will be scheduled for review by the PARB. The PARB will review the proposal, consider the presentation, and make a

recommendation. As established in the Policy, the PARB will use the following criteria to review and evaluate the proposed artwork:

- **Quality** – the proposed materials and craftsmanship demonstrate technical expertise in the selected medium.
- **Style** – An artwork shall be compatible in scale, materials, form, and content with its surroundings.
- **Permanence** – Due consideration shall be given to structural/ surface soundness, resistance to theft, vandalism, weathering, and excessive maintenance or repair costs.
- **Public Liability** – Each artwork shall be examined and approved for safety conditions and factors which may relate to public liability. No artwork shall be approved that, as proposed, would create an objective risk to public health, safety, or welfare. Such objective risks, include, but are not limited to potential hazards or distractions to motorists, like the use of reflective materials, design features that violate the City's regulations related to illumination and lighting, or the creation of other public nuisances.
- **Feasibility** – Each artwork shall be reviewed for realistic completion and installation, and ability to be completed within the project budget, with a 10% contingency.
- **Duplication** – To assure the artwork is an original, the artist shall warrant the artwork as unique and an edition of one, unless stated to the contrary.
- **Durability/Longevity** – Appropriateness of proposed materials in regard to structural and surface integrity, public safety, and weathering and its protection against theft and vandalism.
- **Responsiveness to Request for Proposal (City Commissioned Artwork Only)** – The proposed artwork's responsiveness to the desired theme and other criteria set forth in the City's RFP for commissioned artwork.
- **Art Content** – Art installation proposals shall not include designs that would be considered obscene, advocate imminent lawless action, include copyrighted content without permission of the copyright holder, or defamatory content. Nor shall designs include elements that act as a commercial advertisement. Proposals containing any signage elements, including but not limited to references to products or services sold on the site itself, are subject to the City's sign regulations (Goleta Municipal Code Section 17.40 Signs.)

The Policy also establishes the criteria that will be used to evaluate potential sites for public artwork. Site selection and artwork placement consider factors such as compatibility with surrounding environment, historical and community context, visibility, public safety, accessibility, operational considerations, maintenance, and potential impacts on adjacent properties and future developments. The complete lists of site selection and placement considerations are included in the Policy.

The Public Art Review Board will form an initial recommendation and forward its recommendation to the City Council for consideration of the proposed artwork and final site location.

Review of Public Art Projects on Non-City Owned Property

Projects on non-City owned property where the work of art is visible from the public right-of-way will be subject to all applicable permitting and design review processes including Design Review Board, Planning Commission, and/or Historic Preservation Commission review. The same criteria listed above shall be used when reviewing and evaluating these projects.

DISCUSSION:

The purpose of this item is to provide the members of the PARB with background regarding the adopted Public Art Policy and explain the PARB's role in the review of projects.

As previously mentioned, the two (2) public art projects funded with grants from the Old Town Pride of Place Program are not subject to the new art review process and will thus not be scheduled for review by the PARB.

Beyond these two (2) projects, staff do not anticipate any public art projects coming forward in the foreseeable future. Should the City commission a project, they will send out a request for proposals, and the PARB will be assembled to review the applications.

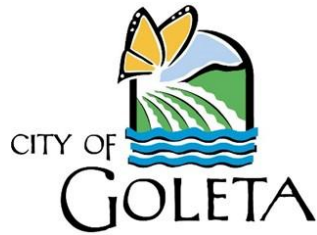
APPROVED BY: Jaime A. Valdez, Assistant City Manager

ATTACHMENTS:

1. City of Goleta Public Art Policy
2. Ordinance No. 25-09 entitled "An Ordinance of the City Council of the City of Goleta, California, Adding Chapter 2.20 Entitled "Public Art Review Board" to Title 2 of the Goleta Municipal Code and Finding that the Ordinance is Exempt from the California Environmental Quality Act"
3. Staff Presentation

ATTACHMENT 1

City of Goleta Public Art Policy



CITY OF GOLETA PUBLIC ART POLICY

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Section I. Purpose and Application

- A. The purpose of the Public Art Policy is to:
 - 1. Establish the City's Public Art Program.
 - 2. Articulate the City's vision for public art in the community.
 - 3. Support the installation of artwork in public spaces and in private developments.
 - 4. Institute approval procedures and guidelines for public art projects.
 - 5. Establish the City Council as the approval body for public art projects.
 - 6. Establish the Public Art Review Board as the primary advisory body for public art projects.
 - 7. Institute a process for accepting loans or donations of public art for display in City facilities.
 - 8. Encourage public engagement in the public art process.
 - 9. Provide recommended guidelines for art installations in private developments.
- B. This policy applies to works of public art displayed in or at City-owned, managed, or administered facilities (including but not limited to city buildings, libraries, branch libraries, parks, and park facilities) in areas designated as public areas, or public assembly areas; on the exterior of City-owned facilities; in other City-owned areas or public rights of way under the jurisdiction of the City; on non-City-owned property, if the work of art is installed or financed, wholly or in part, with City funds or grants procured by the City; or on non-City owned property when the work of art is visible from the public right-of-way.
- C. This policy may be subject to updates and changes through action of the City Council.
- D. No part of this policy shall conflict with any City ordinance, code or other laws or regulations. In the event of any conflict between this policy and applicable provisions of the Goleta Municipal Code, other City ordinances, or any state or federal laws or regulations, those laws, regulations, and ordinances shall control.

Section II. Definitions

- A. "Acquisition" shall mean inclusion of an artwork in the City's art collection whether by purchase, commissioning or donation.
- B. "Artist" shall mean an individual generally recognized by critics and peers as a professional practitioner of the visual arts as judged by the quality of the professional practitioner's body of work, educational background and experience, past public commissions, sale of works, exhibition record, publications, and production of Artwork.
- C. "Artist Agreement" shall mean a written contract between the City and the artist that outlines the scope of work, project budget, timeline, insurance and indemnity requirements, intellectual property rights, maintenance responsibilities, and other terms for the commissioning or acquisition of a work of art.

- D. "Deaccession" shall mean the permanent removal of a work of art from the City's collection through transfer, sale, exchange, or disposal, consistent with the procedures in this policy.
- E. "Donation" shall mean a voluntary and unconditional transfer of ownership of a work of art to the City without compensation
- F. "Loan" shall mean a temporary provision of a work of art to the City without transfer of ownership, for a fixed term or specific exhibit.
- G. "Temporary Artwork" shall mean a work of art intended for display for a limited duration, as specified in a loan agreement, permit or contract.
- H. "Maintenance Plan" shall mean a document prepared by the artist or owner that describes the materials, finishes, expected lifespan, and recommended care schedule for a work of art, along with estimated annual maintenance costs.
- I. "Public Art" refers to works of art located in or at City-owned facilities (including city buildings, parks, and park facilities) in areas designated as public area or public assembly areas; on the exterior of City-owned facilities; in other City-owned areas or public rights of way under the jurisdiction of the City; on non-City-owned property, if the work of art is installed or financed, wholly or in part, with City funds or grants procured by the City; or on non-City owned property when the work of art is visible from the public right-of-way.
- J. "Public Art Fund" shall mean a dedicated account, if established by City Council, to receive and expend funds for the design, fabrication, installation, conservation, and administration of public art projects and programs.
- K. "Temporary Artwork" shall mean a work of art intended for display for a limited duration, as specified in a loan agreement, permit or contract.
- L. "Work of Art" or "artwork" includes, but is not limited to, sculpture, monument, mural, fresco, bas-relief, mobiles, photography, drawing, handcrafts, painting, fountain, landscape composition artwork, banners, mosaic, ceramic, weaving, carving, and stained glass. "Work of art" is the creative result of individual or group effort, is unique, and is normally not mass-produced or intended primarily for a commercial market. "Work of art" does not normally include landscaping, paving, architectural ornamentation, or signs.

Section III. Administration

Public Art Program

The City's public art program shall be administered by the City Manager's Office.

Public Art Projects

Proposed public art projects shall be administered through the Planning and Environmental Review Department ("Planning Department"). Applications for public art projects (whether City-funded or associated with private development) must be submitted to the Planning Department. The Planning Department will conduct an intake and completeness review. The projects shall be presented to the Public Art Review Board, which shall make a recommendation to the City Council for final determination.

The purpose, qualifications, and form of the Art Review Board shall be as defined under Chapter 2.20 of the Goleta Municipal Code.

Any public art project subject to this review shall also be subject to any and all permitting and review requirements associated with the project including, but not limited to, review by the Planning Commission and Historic Preservation Commission.

Section IV. Commissioned Public Art

For public art pieces financed with City funds or directly commissioned by the City, artists should meet the qualification requirements described below. Artists' past public art commissions, including the contract amount paid to the artist, will be verified by the City as part of the artist approval process.

For City commissioned artwork, the City shall issue a request for proposal (RFP) for artwork at a particular site. The criteria of the RFP may include, but are not limited to descriptions of the desired artwork in type of artwork, size, theme, and location.

Artist Qualifications:

Typically, an artist should be recognized by critics and peers as a professional practitioner of visual arts. To assess the qualifications of an artist, the City may consider the following:

- Artist's body of work
- Educational background or apprenticeship in visual arts
- Formal training in proposed medium
- Past and current large scale (5 feet or larger) commissions
- Sales of work
- Art exhibition records
- Publications

Artists also should also demonstrate experience in the following areas:

- Successful collaborations with cities or other organizations
- Meeting deadlines
- Negotiating and contracting their work responsibly
- Conceptualizing, designing, fabricating, and installing large-scale outdoor artwork similar in scope to the proposed public art
- The ability to demonstrate long-term outdoor durability of selected materials

Artists shall have the experience and expertise to create site-specific public art after consideration of contextual issues related to the project site including:

- Architectural style
- Future use and users of the project site
- The community at large
- The proposed artwork in terms of its placement
- Relationship and relevance to the current and/or historical identity of the site

Artists will be solicited and evaluated through an inclusive and transparent selection process. Hallmarks of the artist selection process will be to clearly communicate the goals of the project, seek the highest quality and integrity in the artwork, and select an artist(s) who will best respond to the distinctive characteristics of the site. All commissioned artwork requires adherence to the evaluation and selection procedures set forth in this policy.

Section V. Review and Approval Process – City-Funded/City-Owned Art

The following shall apply to public art in or at City-owned facilities (including city buildings, parks, and park facilities) in areas designated as public areas, or public assembly areas; on the exterior of City-owned facilities; in other City-owned areas or public rights of way under the jurisdiction of the City; and on non-City-owned property, if the work of art is installed or financed, wholly or in part, with City funds or grants procured by the City.

A. Application and Selection Process

The applicants for the proposed artwork shall complete and submit a Public Art Application to the Planning Department. The following shall be required as part of the Public Art Application:

- Name and contact information of the artist
- Information establishing the artist's qualifications as described above
- Location/Site Plan
- Depiction of Artwork (Drawing/ Picture)
- Written description of Artwork/Media
- Specifications and Dimensions

- Materials and Finishes
- Colors
- Electrical or Plumbing Requirements
- Construction and Installation Method
- Budget
- Timeline
- If the artwork is located on private property, the application must include:
 - The name and contact information of the property owner
 - The signature of the property owner or a letter authorizing submittal of the application by the property owner

Applicants may also submit letters from the community expressing support for the artwork and associated project.

B. Presentation to the Public Art Review Board

Artists will be scheduled to present the proposed artwork to the Public Art Review Board (“PARB”). If the artist submits an application in response to a call for submissions issued by the City, the presentation will be scheduled according to the timeline established in the City’s call for submissions. If the artist submits a proposed project and the City has not solicited applications, the Planning Department will schedule the item to be heard by the PARB within three months.

The artist is expected to present the actual artwork, a model of the artwork, or scale drawings of the proposed piece. If it is not possible to bring the actual artwork for review, a photograph of the artwork may be used.

The PARB will review the proposal, consider the presentation, and make a recommendation. If the proposal and presentation do not provide the PARB with sufficient information to make a recommendation, the PARB may postpone the recommendation until further information is provided.

The following criteria shall be used by the PARB to review and evaluate the proposed artwork:

- **Quality** – the proposed materials and craftsmanship demonstrate technical expertise in the selected medium.
- **Style** – An artwork shall be compatible in scale, materials, form, and content with its surroundings.
- **Permanence** – Due consideration shall be given to structural/ surface soundness, resistance to theft, vandalism, weathering, and excessive maintenance or repair costs.
- **Public Liability** – Each artwork shall be examined and approved for safety conditions and factors which may relate to public liability. No artwork shall be approved that, as proposed, would create an objective risk to public health, safety, or welfare. Such objective risks, include, but are not limited to potential

hazards or distractions to motorists, like the use of reflective materials, design features that violate the City's regulations related to illumination and lighting, or the creation of other public nuisances.

- **Feasibility** – Each artwork shall be reviewed for realistic completion and installation, and ability to be completed within the project budget, with a 10% contingency.
- **Duplication** – To assure the artwork is an original, the artist shall warrant the artwork as unique and an edition of one, unless stated to the contrary.
- **Durability/Longevity** – Appropriateness of proposed materials in regard to structural and surface integrity, public safety, and weathering and its protection against theft and vandalism.
- **Responsiveness to Request for Proposal (City Commissioned Artwork Only):** The proposed artwork's responsiveness to the desired theme and other criteria set forth in the City's RFP for commissioned artwork.
- **Art Content** – Art installation proposals shall not include designs that would be considered obscene, advocate imminent lawless action, include copyrighted content without permission of the copyright holder, or defamatory content. Nor shall designs include elements that act as a commercial advertisement. Proposals containing any signage elements, including but not limited to references to products or services sold on the site itself, are subject to the City's sign regulations (Goleta Municipal Code Section 17.40 Signs.)

C. Site Selection

When determining a potential site for public artwork, the following shall be considered:

- The relationship and compatibility of the artwork and site in terms of physical dimensions, social dynamics, local character, and surrounding context of the existing or planned site
- Historical context of the site
- Theme and relevance to the community and the site
- Visibility of the site by the public
- Public safety
- Improvements made or proposed to the design of an area
- Vehicular and pedestrian traffic patterns
- Accessibility
- Site design including landscaping, drainage, security, maintenance, grading, and lighting
- Relationship of proposed artwork to existing artwork
- Environmental impact(s)
- Impact on adjacent property owners
- Impact on operation functions (i.e., police, fire, parks and recreation, public works)
- Potential for vandalism

The following criteria and factors will be considered for proposed placement of the artwork in addition to site selection criteria:

- Visibility
- Lighting
- Public Safety
- Impact to facility and programs
- Traffic (interior, exterior, foot, and auto)
- Location (relationship to facility, architecture, and natural setting)
- Future development plans of facility and area
- Impact on community and neighborhood
- Installation and maintenance

D. Review and Recommendation to the City Council for Approval

The Public Art Review Board will form an initial recommendation and forward its recommendation to the City Council for consideration of the proposed artwork and final site location. All sketches, designs, photographs, precise plans, art examples, and similar items on artistic matters will be transmitted to the City Council as a matter

of course in conjunction with projects before them.

The City Council will consider the ARB's recommendations and will exercise its own judgment in their review. The final decision for the project shall be made by the City Council to accept, accept with conditions, request revisions to, or reject the recommendation.

E. Installation and Maintenance

Artists whose art is approved for public installation shall enter into an agreement with the City, which may include but are not limited to the following:

- Any artwork that is commissioned, gifted, or donated and accepted by the City Council and installed on City property becomes the property and responsibility of the City, unless otherwise stated in the agreement with the artist or donor.
- Installation of artwork is the responsibility of the participating artist or artwork sponsor/organization unless otherwise determined by the City Manager or their designee. A plan for installation and a timeline must be submitted to the Planning Department and shared with the Public Works Department, the General Services Department, and/or the Neighborhood Services Department as appropriate depending on the nature and location of the artwork, prior to permission being granted for installation. Installation must be supervised by City employees or their designees. Any damage to City facilities during installation is the responsibility of the artwork donor and/or artist.
- Artwork shall be installed and sited in a manner that ensures public access, and will be installed to the satisfaction of the City of Goleta and its officials.
- City insurance requirements must be met prior to installation of artwork.
- Routine maintenance of the artwork after installation will be the responsibility of the City, except when the art is located on private property. City staff will conduct yearly audits of all City owned artwork to determine its condition and maintenance needs. It is the responsibility of the artist or donor to provide City staff with detailed maintenance plan for the artwork, and City staff will attempt to maintain the artwork pursuant to the maintenance plan, subject to practicability, public safety priorities, public accessibility, and other City policy considerations.
- Artist compensation shall be established and be tied to a clearly defined and agreed upon schedule of performance.

Section VI Review and Approval Process – Public Art on Private Developments

The following process shall apply to art on non-City owned property that is visible from the public right-of-way but is not installed or financed, wholly or in part, with City funds or grants procured by the City

A. Application Process

The applicants for the proposed artwork shall complete and submit a Public Art Application to the Planning Department. Information required during this initial phase will be:

- Name and contact information of the artist
- Information establishing the artist's qualifications as described above
- Location/Site Plan
- Depiction of Artwork (Drawing/ Picture)
- Written description of Artwork/Media
- Specifications and Dimensions
- Materials and Finishes
- Colors
- Electrical or Plumbing Requirements
- Construction and Installation Method
- Budget
- Timeline
- The name and contact information of the property owner
- The signature of the property owner or a letter authorizing submittal of the application by the property owner
- Draft covenants, conditions and restrictions (CC&Rs) to be recorded with the County Recorder prior to the time when work begins on the project, which require the property owner, their successor in interest, and their assignees to:
 - Maintain the public art in good condition so as not to create a public nuisance
 - Indemnify, defend and hold the City and related parties harmless from any and all claims or liabilities from the public art, in a form acceptable to the City Attorney

Applicants may also submit letters of support from the community expressing support for the artwork and associated project.

B. Approval Process

The proposed public art project will be subject to all applicable permitting and design review processes including Design Review Board, Planning Commission, and/or Historic Preservation Commission review.

The following criteria shall be used when reviewing the proposed artwork:

- **Quality** – the proposed materials and craftsmanship demonstrate technical expertise in the selected medium.
- **Style** – An artwork shall be compatible in scale, materials, form, and content with its surroundings.
- **Permanence** – Due consideration shall be given to structural/ surface soundness, resistance to theft, vandalism, weathering, and excessive maintenance or repair costs.
- **Public Liability** – Each artwork shall be examined and approved for safety conditions and factors which may relate to public liability. No artwork shall be approved that, as proposed, would create an objective risk to public health, safety, or welfare. Such objective risks, include, but are not limited to potential hazards or distractions to motorists, like the use of reflective materials, design features that violate the City's regulations related to illumination and lighting, or the creation of other public nuisances.
- **Feasibility** – Each artwork shall be reviewed for realistic completion and installation, and ability to be completed within the project budget, with a 10% contingency.
- **Duplication** – To assure the artwork is an original, the artist shall warrant the artwork as unique and an edition of one, unless stated to the contrary.
- **Durability/Longevity** – Appropriateness of proposed materials in regard to structural and surface integrity, public safety, and weathering and its protection against theft and vandalism.
- **Art Content** – Art installation proposals shall not include designs that would be considered obscene, advocate imminent lawless action, include copyrighted content without permission of the copyright holder, or defamatory content. Nor shall designs include elements that act as a commercial advertisement. Proposals containing any signage elements, including but not limited to references to products or services sold on the site itself, are subject to the City's sign regulations (Goleta Municipal Code Section 17.40 Signs.)

C. Site Selection

The applicant shall consider the following when determining a potential site for public artwork.

- The relationship and compatibility of the artwork and site in terms of physical dimensions, social dynamics, local character, and surrounding context of the existing or planned site
- Historical context of the site
- Theme and relevance to the community and the site
- Visibility of the site by the public

- Public safety
- Improvements made or proposed to the design of an area
- Vehicular and pedestrian traffic patterns
- Accessibility
- Site design including landscaping, drainage, security, maintenance, grading, and lighting
- Relationship of proposed artwork to existing artwork
- Environmental impact(s)
- Impact on adjacent property owners
- Impact on operation functions (i.e., police, fire, parks and recreation, public works)
- Potential for vandalism

The following criteria and factors will be considered for proposed placement of the artwork in addition to site selection criteria:

- Visibility
- Lighting
- Public Safety
- Impact to facility and programs
- Traffic (interior, exterior, foot, and auto)
- Location (relationship to facility, architecture, and natural setting)
- Future development plans of facility and area
- Impact on community and neighborhood
- Installation and maintenance

D. Installation and Maintenance

The installation and maintenance of public art on private property shall be the responsibility of the property owner, their successor in interest, and/or their assignees.

Section VII. Accession and Deaccession of Art

Accession

In addition to temporary exhibits of public art, the City may accept donations of art for accession to its public art collection. All donations of public art shall be conducted in accordance with the City's Donation and Gift Policy.

Any artwork that is gifted or donated to the City and installed on City property becomes the property and responsibility of the City of Goleta.

Installation of artwork is the responsibility of the participating artist or artwork sponsor/organization unless otherwise determined. A plan of installation and timeline

must be submitted to the City Manager's Office and shared with the General Services Department, prior to permission being granted for installation. Installation must be supervised by City employees or their designees. Any damage to City facilities during installation is the responsibility of the artwork donor and/or artist.

Artwork shall be installed and sited on City owned or managed property in a manner that ensures public access. Artwork will be installed to the satisfaction of the City of Goleta and its officials.

City insurance requirements must be met prior to installation of artwork.

Routine maintenance of the artwork after installation will be the responsibility of the City. City staff will conduct yearly audits of all City owned artwork to determine its condition and maintenance needs. It is the responsibility of artists, donors, and lessors to provide City staff with detailed maintenance instructions for artwork.

Deaccession

Removing a piece of artwork from City property ("Deaccessioning") is a sensitive matter and should be managed according to clear criteria. The deaccessioning of art shall be administered through the City Manager's Office. The City shall review the entire public art collection at regular intervals to assess its conditions. Deaccession shall be cautiously applied only after careful and impartial evaluation of the artwork to avoid the influence of fluctuations of taste and the premature removal of artwork from the collection. This policy applies to permanent artwork in the City's collection existing as of the date of this policy and prospectively; it is not intended to apply to "Temporary Artworks" which will be addressed in a separate policy or agreement.

Deaccessioning Policy

- Any proposal for deaccession of an artwork may be initiated by City staff, City Council, the Artist(s), Artist's designated heirs or legally appointed representatives.
- At regular intervals, at least annually, the City's artwork collection shall be evaluated to determine the condition of each piece of artwork and determine whether deaccession is necessary for any of the pieces.
- The City Council shall review deaccession recommendations made by City staff and make final determinations on the request.

Eligibility for Deaccession

Any artwork owned by the City shall be eligible for deaccession with the exception of artwork that is accompanied by verified legal stipulations that the artwork may not be deaccessioned. During the review process, artwork shall remain accessible to the public in its existing location unless it poses a threat to public safety.

Artwork may be considered for review toward deaccession if one or more of the following conditions apply:

1. The artwork's physical or structural condition poses a threat to public safety.
2. The artwork requires excessive maintenance, has faulty design or workmanship, and repair or remedy is impractical or unfeasible.
3. The artwork has been damaged, and repair or remedy is impractical or unfeasible.
4. The condition or security of the artwork cannot be reasonably protected.
5. Significant, adverse public reaction to the artwork has continued unabated for a period of five years or more.
6. The artwork is proved to be inauthentic or in violation of existing copyright laws.
7. The artwork has exceeded its expected lifespan at the time of creation.
8. No suitable site is available for relocation or exhibition, or significant changes in the use, character or design of the site have occurred which affects the integrity of the artwork.
9. The site where the work is located is undergoing privatization, or redevelopment or improvement for a public purpose.
10. A written request from the artist has been received to remove the work from public display.

Procedure

Deaccession shall begin with a formal deaccession request which can be initiated by City staff, City Council, the Artist(s), Artist's designated heirs or legally appointed representatives. The deaccession request shall be submitted to the City Manager's Office and shall describe the applicable conditions outlined in the guidelines above, and the reasons why the deaccession review should be undertaken. A deaccession request must also contain information about the requestor's relationship to the artwork and stake in deaccessioning the artwork.

Deaccession requests shall be reviewed by City Manager's Office staff, who shall make every reasonable effort to contact the artist who created the artwork and/or any other known parties with a vested interest in the artwork.

When artwork is proposed for deaccession, staff shall place the matter on the City Council's agenda consideration. In presenting the deaccession request, City staff will provide all available relevant corresponding materials to the City Council, including but not limited to:

1. Artist's name and biographical information.
2. A written description and images of the artwork.
3. Artist's statement about the artwork named in the deaccession request.
4. A description of the selection/acquisition process and related costs that were implemented at the time the artwork was selected.
5. The valuation of the artwork provided in the donation acceptance form.
6. Information about the origin, derivation, history, and past ownership of the artwork.
7. Information about and images of the artwork's site.
8. Information about how community feedback about the artwork was collected and the outcome of that feedback.
9. A detailed budget for all aspects of conservation, maintenance, repair, removal, relocation, installation, operation, insurance, storage, and City staff support.
10. Deed or gift restrictions, if any.

The City Council shall accept with or without conditions, or reject the deaccession request based on the deaccession criteria described in this policy.

Deaccession Criteria

1. **Artistic Excellence:** Qualifications and professional reputation of the artist; craftsmanship, conceptual content, style, form.
2. **Value of Artwork:** as determined by a professional appraiser, if available.
3. **Relationship to Existing Collection of Artwork:** Style, form, scale, diversity, quantity, quality, longevity, and compatibility with the existing collection of artwork and goals of the Public Art Program.
4. **Availability of City Support:** The availability of necessary funding for conservation, maintenance, and/or repair; exhibition and storage space; real property for siting artwork; and staff support.
5. **Relationship to Site:** Accessibility, public safety, and social, cultural, historical, ecological, physical, and functional context of the artwork in relation to the site, both existing and planned.
6. **Legal Considerations:** Issues related to liability, insurance, copyright, warranties, ownership, theft, vandalism, loss, indemnification, and public safety. The City Attorney shall review the recommendation of the City staff to determine whether there are any known legal restrictions that would prevent deaccessioning the artwork. The City Attorney's approval must be obtained prior to deaccessioning and artwork.
7. **Timing:** Safety or hazard emergencies, relevant construction schedules, and the allowance of sufficient time for a normal review process.

8. **Acquisition Process:** Method by which the artwork was acquired and accessioned into the collection of artwork (i.e. donation, loan, commission).
9. **Community Feedback:** Community feedback about the artwork, its site, and its condition solicited during the publicly-noticed meeting City Council meeting.
10. **Restrictions:** Any recognized restrictions associated with the artwork.

Disposition

The City will take one of the following actions regarding the disposition of the deaccessioned artwork:

1. **Exchange:**
 - An exchange may be made with the artist, a gallery, museum, or other institution for one or more artwork(s) of comparable value by the same artist. The artist will be given the first opportunity to exchange the artwork.
2. **Transfer:**
 - The artist or donor will be given priority for the transfer of ownership through either donation or sale.
 - The artwork, or any part of the artwork, can be donated to the artist, the original donor, a non-profit organization or a conservator or scholar for educational purposes.
 - The work may be sold through auction, gallery resale, or direct bidding by individuals, in compliance with city policies concerning surplus property.
3. **Relocation:**
 - An artwork may be relocated to another location within the City if its current location is no longer suitable for whatever reason.
 - City staff will determine a new appropriate location for the artwork based on a list of pre-determined locations for siting artwork in the City.
4. **Destruction / Disposal**
 - An artwork may be destroyed when it has deteriorated or been damaged, and the cost of repair is disproportionate to the value or when repair is unfeasible. Options for recycling will be pursued when possible.

Section VIII. Mural Design Recommendations

The City wishes to promote best practices regarding the installation of murals on private properties. Murals installed as part of a public art installation owned, financed, or commissioned by the City that fall under the definition of “public art” provided in **Section II** of this policy, are subject to the review and approval process and guidelines in **Section IV** and **Section V**. Additionally, murals shall not serve as commercial advertisements. Any murals containing commercial signage elements are subject to the provisions of the City’s sign regulations (Goleta Municipal Code Section 17.40 Signs.)

The following mural design guidelines are meant to provide guidelines for public-facing murals on private property and are not binding. The City recommends these guidelines be taken into consideration to ensure the best possible results. In addition, any mural on private property must comply with the Zoning Code (Goleta Municipal Code Title 17) and

the property's development permits.

1. No part of a mural should exceed the height or width of the structure to which it is tiled, painted or affixed.
2. No part of a mural should extend more than six (6) inches from the plane of the wall upon which it is tiled, painted or affixed.
3. No mural should be placed over the exterior surface of any building opening, including, but not limited to, windows, doors, and vents.
4. Murals should be placed on non-residential commercial or industrial property only.
5. Materials or paint should be weatherproof or resistant to wear.
6. A specialized anti-graffiti coating should be applied to the mural and maintained for the life of the mural. Varnish, other coatings or finishes that are not specifically designed as graffiti abatement products as part of a graffiti removal system do not comply with these recommendations.
7. Illumination should be dark-sky compliant.
8. The property owner is required to maintain the mural in good condition and free of vandalism. If the property owner is negligent in this regard after sufficient warning, they can be issued a 120-day order to remove the artwork at their own cost. If removal is ordered, the property owner is responsible for the proper 90-days written advance notification to the artist as applicable by the federal Visual Artists Rights Act (VARA) and the California Art Preservation Act (CAPA) laws.

Section IX. Record Keeping

City Clerk staff shall maintain a detailed inventory of all pieces of public art owned and maintained by the city. Records kept shall include the following information when available:

- Artist / Donor name and contact information
 - Name(s) / Contact Information of artists designated heir(s) or legally appointed representative(s)
- Date of commission / acquisition
- History / facts about the piece of art
- Detailed information regarding maintenance

Section X. Amendments

Amendment of this policy may be made from time to time by action of the City Council.

Section XI. Inquiries

Inquiries regarding this policy may be directed to the City Clerk's office in person or by phone at 805-961-7500, by email at cityclerkgroup@cityofgoleta.gov, or by mail at the following address:

City of Goleta
Attn: City Clerk's Office
130 Cremona Dr Ste B
Goleta, CA 93117

ATTACHMENT 2

Ordinance No. 25-09 entitled “An Ordinance of the City Council of the City of Goleta, California, Adding Chapter 2.20 Entitled “Public Art Review Board” to Title 2 of the Goleta Municipal Code and Finding that the Ordinance is Exempt from the California Environmental Quality Act”

ORDINANCE NO. 25-09

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF GOLETA, CALIFORNIA, ADDING CHAPTER 2.20 ENTITLED "PUBLIC ART REVIEW BOARD" TO TITLE 2 OF THE GOLETA MUNICIPAL CODE AND FINDING THAT THE ORDINANCE IS EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT

WHEREAS, on October 7, 2025, the City Council of the City of Goleta, California, adopted Resolution No. 25-44 entitled "A Resolution of the City Council of the City of Goleta, California, Adopting a City Public Art Policy"; and

WHEREAS, the adopted policy, as amended and consistent with Council direction, establishes the Public Art Review Board as the advisory body for review of public art projects; and

WHEREAS, the City Council finds that public art contributes significantly to the City's identity, enhances quality of life for residents and visitors, enriches the character of the community, and promotes a unique sense of place; and

WHEREAS, the City Council recognizes that the selection, placement, and design of public art projects require careful consideration and specialized expertise to ensure their artistic quality, appropriateness, long-term durability, and safety; and

WHEREAS, the City Council desires to establish a formal, transparent, and consistent process for reviewing proposed public art projects that incorporates public input and expert guidance; and

WHEREAS, the establishment of a Public Art Review Board, composed of individuals with demonstrated expertise in the visual arts, architecture, urban design, art history, or related fields, will provide the City Council with valuable, informed, and advisory recommendations on public art matters; and

WHEREAS, all prerequisites to the adoption of this Ordinance have occurred.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF GOLETA DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1. Establishment of Public Art Review Board.

Title 2 of the Goleta Municipal Code, "Administration and Personnel," is amended to add Chapter 2.20 entitled "Public Art Review Board," to read in its entirety:

CHAPTER 2.20 PUBLIC ART REVIEW BOARD

§ 2.20.010. Purpose.

The purpose of the Public Art Review Board is to act as an advisory body to the City Council and the staff on public art as described in the City of Goleta Public Art Policy.

§ 2.20.020. Created.

A Public Art Review Board for the City is created.

§ 2.20.030. Members.

The Public Art Review Board shall consist of five members.

§ 2.20.040. Appointment.

Board Members shall be appointed by the Mayor with the approval of the City Council according to the process established in Chapter 2.15.

§ 2.20.050. Qualifications of Members.

- A. Applicants and members must demonstrate respect for the diversity of the Goleta community and be committed to ensuring equity, inclusion, and access for all residents and visitors in the provision of government services.
- B. The Public Art Review Board shall be composed of three art advisory members and two members of the Design Review Board. The art advisory members shall be City residents with training, knowledge, or experience in the arts. The two Design Review Board members shall be any two members selected for service on the Public Art Review Board at the discretion of the Design Review Board and need not be City residents.
- C. No member of the Public Art Review Board may be an employee or officer of the City.

§ 2.20.060. Meetings.

- A. The Public Art Review Board shall have no regular meetings and shall meet as required to review projects.

- B. Three members shall constitute a quorum, but a quorum must contain a minimum of two City residents.

§ 2.20.070. Responsibilities.

The Public Art Review Board shall advise the City Council and staff on public art according to the procedures and criteria established in the City of Goleta Public Art Policy, on file with the City Clerk.

§ 2.20.080. Terms of Office.

- A. The art advisory members of the Public Art Review Board shall be appointed for a term of three years. There shall be no limit to the number of terms to which the art advisory members may be appointed.
- B. Members shall serve until their successors are appointed by the Mayor and approved by the City Council pursuant to Chapter 2.15 of this code.
- C. The Design Review Board members selected to serve on the Public Art Review Board shall be appointed for a term of one year to the Public Art Review Board. There shall be no limit to the number of terms to which Design Review Board members may be appointed to serve on the Public Art Review Board.

§ 2.20.090. Compensation.

City Council may establish by resolution the compensation to be paid to the members of the Board.

SECTION 2. No Conflict with Federal or State Law.

Nothing in this Chapter is intended to create any requirement, power, or duty that is in conflict with any federal or state law.

SECTION 3. Certification of City Clerk.

The City Clerk shall certify to the adoption of this ordinance and, within 15 days after its adoption, shall cause it to be published in accord with California Law.

SECTION 4. CEQA

Pursuant to Public Resources Code Section 21083.3 and California Environmental Quality Act (CEQA) Guidelines Sections 15061(b)(3) and 15378(b)(5), the proposed Ordinance does not qualify as a "project" for the purposes of CEQA because the Ordinance does not result in direct or indirect physical changes in the environment. The Ordinance proposed does not, by itself, have the potential to have a significant effect on the environment.

SECTION 5. Severability.

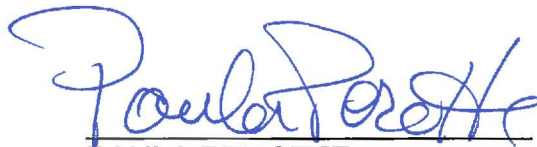
If any section, subsection, sentence, clause, or phrase of this Ordinance is for any reason held to be invalid or unconstitutional by a decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance.

SECTION 6. Effective Date.

This ordinance shall take effect on the 31st day following adoption by the City Council.

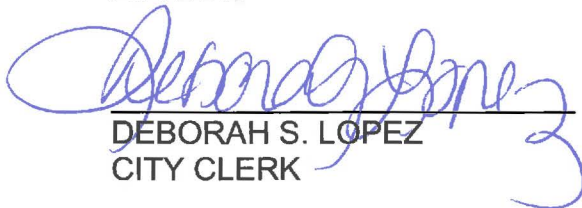
INTRODUCED ON the 4th day of November 2025.

PASSED, APPROVED, AND ADOPTED this 18th day of November 2025.



PAULA PEROTTE
MAYOR

ATTEST:



DEBORAH S. LOPEZ
CITY CLERK

APPROVED AS TO FORM:



ISAAC ROSEN
CITY ATTORNEY

STATE OF CALIFORNIA)
COUNTY OF SANTA BARBARA) ss.
CITY OF GOLETA)

I, DEBORAH S. LOPEZ, City Clerk of the City of Goleta, California, do hereby certify that the foregoing Ordinance No. 25-09 was introduced on the 4th day of November 2025, and adopted at a regular meeting of the City Council of the City of Goleta, California, held on the 18th day of November, 2025 by the following roll-call vote, to wit:

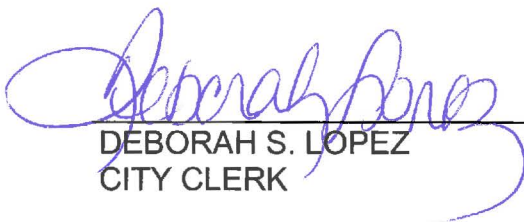
AYES: MAYOR PEROTTE, MAYOR PRO TEMPORE KASDIN,
 COUNCILMEMBERS KYRIACO, REYES-MARTÍN, AND
 SMITH

NOES: NONE

ABSENT: NONE

ABSTENTIONS: NONE

(SEAL)


DEBORAH S. LOPEZ
CITY CLERK

ATTACHMENT 3

Staff Presentation

Public Art Review Board Orientation

August 11, 2026

Blake Markum, Management Analyst



Outline

- City Boards and Commissions Overview
- Public Art Policy
- Role of the Public Art Review Board
- Review Process
- Looking Ahead
- Questions



“Matriculated Nature” – Tom Otterness,
City of Claremont

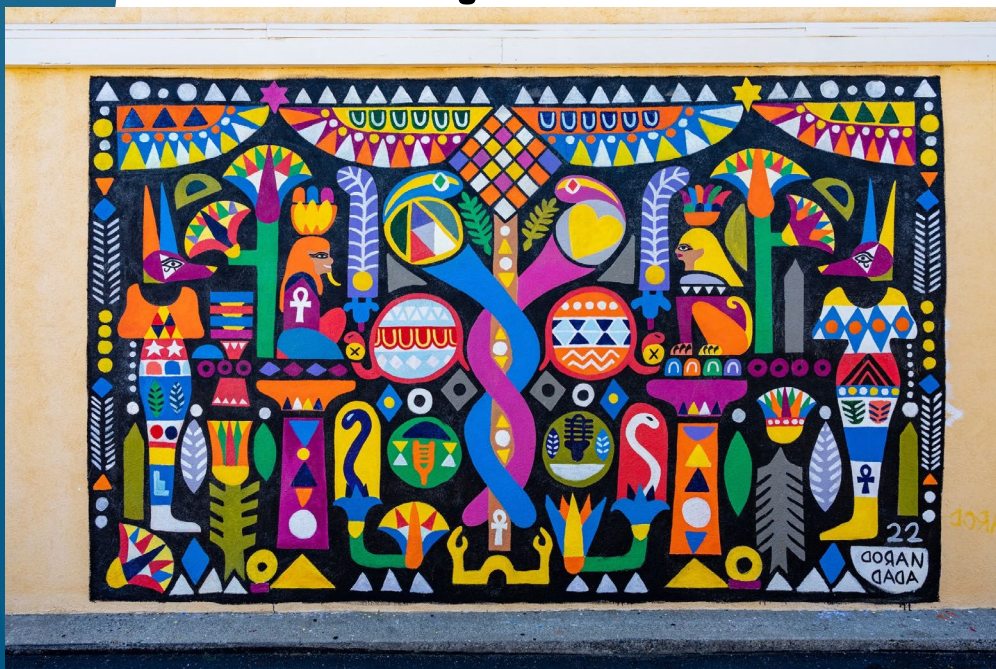
City Boards and Commissions

- Established by Ordinance
 - Ordinance No. 25-09 – Establishing Public Art Review Board
- Policies set by Ordinance or Resolutions
 - Resolution No. 23-29 – Citywide Nondiscrimination and Harassment Policy
 - Resolution No. 25-44 – Public Art Policy
 - Resolution No. 25-48 – Guidelines and Procedures for City Boards and Commissions
 - Resolution No. 25-49 – Public Art Review Board Compensation

City Boards and Commissions

- Advisory body to the City Council
 - Evaluate issues presented by City Council or staff
 - Provide insights and expertise to improve decision making
- Staff liaison facilitates the agenda and resources for meetings
- Reference Materials: Board and Commissions Handbook

Purpose of the Public Art Policy



"Procession of Luminescence"
– Doran Dada, City of Concord



"Santa Maria Spectrum" –
Wayne Healy, City of Santa Maria



Establish the City's Public Art Program.



Articulate the City's vision for public art in the community.



Support the installation of artwork in public spaces and in private developments.



Institute approval procedures and guidelines for public art projects.



Establish the City Council as the approval body for public art projects.



Establish the Public Art Review Board as the primary advisory body for public art projects.



Institute a process for accepting loans or donations of public art for display in City facilities.



Encourage public engagement in the public art process.



Provide recommended guidelines for art installations in private developments.

Public Art Review Board

Membership

- 3 Art Advisory Members
- 2 DRB Members

Meetings

- As needed – immediately prior to a scheduled DRB meeting

Responsibilities

- Advise the City Council and staff on public art

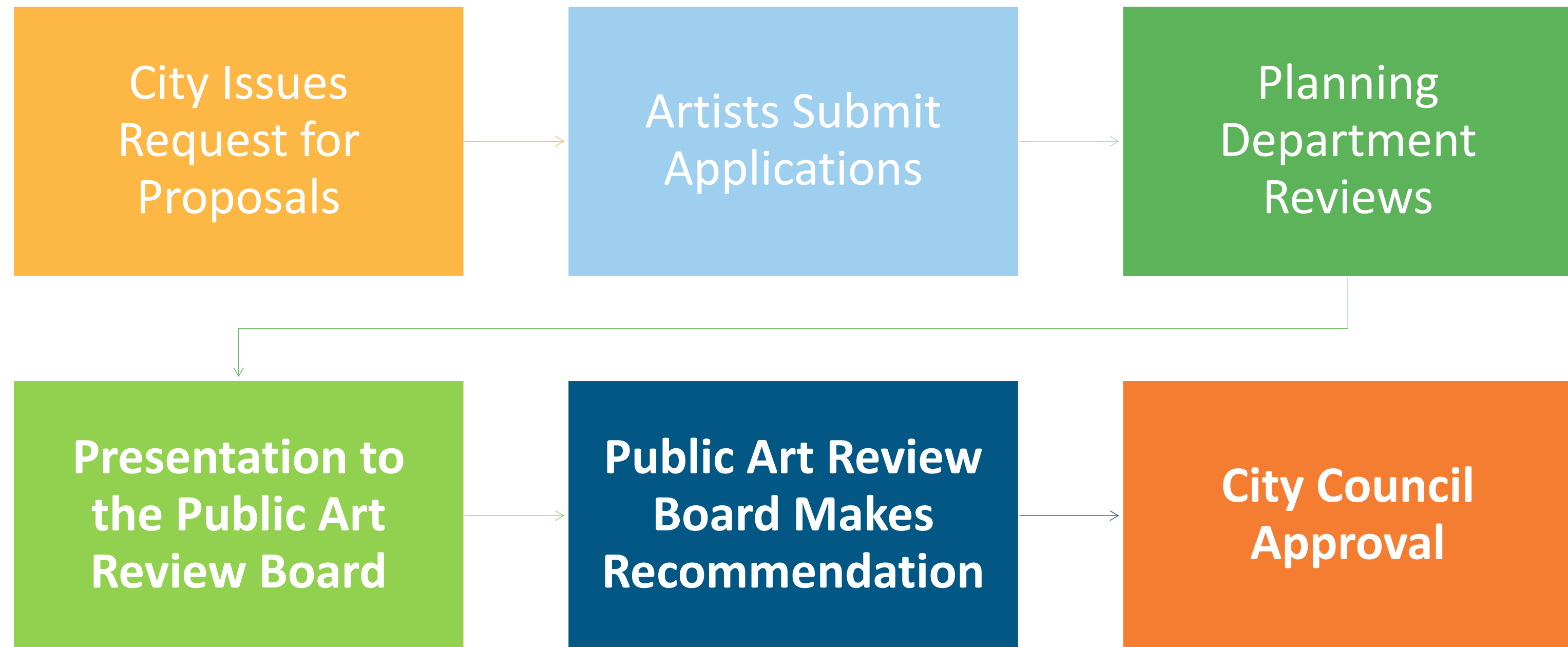


**"Box 3" – Eleni Kelly,
City of Novato**

Review Process

City Owned/Funded Art Projects	Non-City Owned/Funded Art Projects
• In or at City-owned facilities • In areas designated as public areas, or public assembly areas • On the exterior of City-owned facilities • In other City-owned areas or public rights of way under the jurisdiction of the City • On non-City-owned property, if the work of art is installed or financed, wholly or in part, with City funds or grants procured by the City	• On non-City owned property • Visible from the public right-of-way • Not installed or financed, wholly or in part, with City funds or grants procured by the City
Reviewed by the Public Art Review Board (PARB)	Reviewed under the normal Permitting/Design Review Process

Review Process (City Owned/Funded)



Looking Ahead

- City Manager's Office responsible for Public Art Program implementation
- Projects brought to PARB as they come forward

Questions?