



**TO:** Mayor and Councilmembers

**SUBMITTED BY:** Jaime Valdez, Assistant City Manager

**PREPARED BY:** Blake Markum, Management Analyst

**SUBJECT:** Consideration of a Draft City Public Art Policy and Options for Future Updates to the Policy

**RECOMMENDATION:**

- A. Receive a report on the draft Public Art Policy;
- B. Review draft Resolution No. 25-\_\_ entitled “A Resolution of the City Council of the City of Goleta, California, Adopting a City Public Art Policy;” and
- C. Provide input, feedback, and policy direction for potential updates to the draft Public Art Policy prior to final adoption.

**BACKGROUND:**

The City of Goleta currently displays artworks at several of its facilities including the Goleta Valley Library, the Goleta Community Center, and City Hall. In addition, the City has overseen the permitting process for murals on private properties throughout its history. However, the City currently lacks a formal public art policy for acquiring or accepting loaned and donated artwork, commissioning art in public places, and administering the permitting process for the art installations.

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 of the projects funded by the City include the installation of murals, underscoring the need to implement a clear review process for public art projects and for guidelines related to murals.

Staff researched how other California cities, including San Luis Obispo, Concord, Half Moon Bay, Costa Mesa, Pasadena, Ventura, and others, have adopted public art policies. Public art policies vary in their scope and scale. Some are wide-ranging and establish procedures for the installation of art pieces on public property and public places on private property (such as the installation of a mural on the side of a business, or the creation of a sculptural display on a private development). Others are narrow and only focus on the acquisition of art pieces for display in City facilities.

In general, public art policies may be established to accomplish some or all of the following purposes:

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

Public art policies establish guiding principles which inform decision-making and implementation of public art in the community. These broad goals and objectives shape best practices and implementation strategies for a public art program.

**2. Support the installation of artwork in public spaces and regulate public art installation in private developments**

The primary goal of public art programs is to beautify and enhance public spaces, buildings, and parks with art installations, and to manage the inclusion of public art in private developments. The policy should outline which types or sizes of private projects are subject to public art requirements, and which are exempt.

**3. Institute approval procedures and guidelines for public art installations**

A clearly defined policy helps set expectations for the public, artists, developers, and staff while engaging with the public art program. Clear and concise requirements avoid unnecessary slowdown and ad hoc processes when presented with potential projects.

**4. Establish a process for accepting loans or donations of public art for display in City facilities**

Public art policies often formalize the process for accepting art pieces for display in public facilities. This includes establishing the principles and criteria on which display decisions are made.

**5. Establish the approval body for public art projects**

Some public art programs are overseen by City Councils while others are managed by staff. Cities may choose one of their pre-existing bodies such as their Design Review Board or Parks and Recreation Commission to act as an advisory body regarding public art, or they may choose to create an advisory Public Art Commission to consider and advise the Council on public art projects. Alternatively, some Cities choose to select Council representatives to serve on a Public Art Standing Committee, or to cooperate with an existing Arts Commission.

**6. Create funding source(s) for the public art program**

A robust public art program is dependent on stable funding. Many cities choose to adopt a "percent for art" fee to fund public art projects. A percent for art fee is a fee

placed on certain (typically large) development projects based on a set percentage of the total cost of the project which funds the installation of public art.

Additionally, public art programs often include requirements for certain developments to include public art in open spaces. An in-lieu fee could be established for projects subject to an art in public spaces requirement to direct money into a public art fund. Cities may also set aside a percentage (e.g., approximately 1%) of Capital Improvement Program ("CIP") project funding to fund art installations on CIP projects which include a public art component.

Cities also pursue other funding avenues for their public art fund such as grants, bequests, or endowments.

#### **7. Encourage public engagement in the public art process**

Input from members of the public and stakeholders can help incorporate the community's voice in the formation of public art policies and consideration of specific projects.

### **DISCUSSION:**

Based on a review of other cities' public art policies, staff has drafted a City Public Art Policy (Attachment 1 – Exhibit A) to serve as a framework to establish the City's Public Art Program. The draft City Public Art Policy addresses key considerations while aiming to minimize impacts to the City's budget and operations. Staff is seeking input from the Council regarding several potential courses of action.

First, the Council may choose to create Public Art Fund for the Public Art Program. Funding sources may come from a "percent for art" fee wherein a fee placed on large development projects based on a set percentage of the total cost of the project to fund the installation of public art, a percentage (e.g. approximately 1%) of CIP project funding, grants, bequests, or other sources.

Second, staff seeks input on choosing the advisory body for public art projects. As written, the draft policy establishes the Design Review Board ("DRB") as the advisory body to the City Council for public art projects. The DRB was chosen for the subject matter overlap between design and artistic expression. In addition, the Planning and Environmental Department ("PER") is responsible for administering and processing prospective public art projects and has an established process for bringing projects for DRB review and approval.

Staff also seeks Council's direction on the fees associated with public art applications. Currently, the City's fee for a Design Review Board hearing is \$1,791.00. If DRB is chosen as the advisory body, Council may choose to reduce or waive this fee for public art projects on private developments in consideration for the public benefit the projects provide.

Some Cities choose to use their Parks and Recreation Commission as the advisory body on public art projects. The City's Parks and Recreation Commission ("Parks Commission") advises the City Council on all issues related to public parks, open spaces, beaches, and indoor and outdoor recreational facilities and opportunities in Goleta. The Commission also provides residents with a platform to discuss the needs, opportunities, current offerings of parks and recreational amenities, and activities in the City. While public art installations may be considered amenities, staff feel that the lack of overlap between the two subject matters (parks and recreation vs. public art) may not make the Parks Commission the best reviewing body for public art projects. If the City Council chooses to select the Parks Commission as the advisory body, staff will consider updates to the City's user fees and charges for hearings before the Parks and Recreation Commission.

As a third advisory body option, other cities establish a separate Public Art Commission to review public art projects. The Council may direct staff to investigate the feasibility of creating a Public Art Commission. However, staff does not recommend establishing a Public Art Commission due to the costs associated with staffing and supporting an additional City commission.

### **Next Steps**

After staff receives Council's feedback, staff will make further updates to the draft Public Art Policy as directed and return to Council with a final policy, resolution, any proposed associated funding ordinance and/or fee waiver, and any other ordinances/resolutions necessary for adoption. The adoption report will also include draft legal templates such as a Public Art Agreement and other forms for the Council's consideration and adoption. Implementation could then begin within fiscal year 2025/26, contingent on the Council's direction.

### **GOLETA STRATEGIC PLAN:**

**City-Wide Initiative:** 2. Support Community Vitality and Enhanced Recreational Opportunities

**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.

### **FISCAL IMPACTS:**

The development of the Public Art Policy is already incorporated into the City Manager Division's budget as part of the FY 2025-26 City Manager's Office (General Government) Department Work Program. As such, there are no additional fiscal impacts related to further development of a future policy.

Depending on the Council's final policy direction and input on funding sources for the Public Art Program and fee waivers, additional fiscal impacts will be incurred and will vary. Currently, the proposed City Public Art Policy establishes new requirements for the review

of Public Art Projects by PER, the DRB, and City Council. Additional staff time will be required to prepare staff reports for review by these bodies and to coordinate with artists, property owners, and other stakeholders. In addition, administration of rotating displays and exhibits at City facilities will require ongoing staff time from the Neighborhood Services Department and the General Services Department. Actual staff time will be dependent on the public art activity levels.

**ALTERNATIVES:**

The City Council may choose to make changes to the proposed City Public Art Policy. Council may also direct staff to solicit input from other City boards and commissions on the formation of a future Public Art Policy. Finally, Council may direct staff not to proceed with the formation of a Public Art Policy at this time. If Council chooses this option, staff will return to Council during the Work Program adoption process to consider removing the item from the City Manager's office's work program.

**LEGAL REVIEW BY:** Isaac Rosen, City Attorney

**APPROVED BY:** Robert Nisbet, City Manager

**ATTACHMENTS:**

1. Draft – Resolution No. 25-\_\_ “A Resolution of the City Council of the City of Goleta, California, Adopting a City Public Art Policy”  
  
Exhibit A – City of Goleta Public Art Policy (Draft)
2. Staff Presentation

## **ATTACHMENT 1**

Draft Resolution No. 25-\_\_ “A Resolution of the City Council  
of the City of Goleta, California Adopting a Public Art Policy”

**RESOLUTION NO. 25-\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF GOLETA, CALIFORNIA ADOPTING A CITY  
PUBLIC ART POLICY**

**WHEREAS**, the City Council wishes to support programs that enhance quality of life in the Goleta community such as recreation, public safety, human services, and cultural arts; and

**WHEREAS**, the City Council wishes to further this goal by establishing a public art policy to provide a framework for the City's Public Art Program.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE  
CITY OF GOLETA, AS FOLLOWS:**

**SECTION 1**

The City Council hereby establishes the City's Public Art Policy by adopting the principles and guidelines attached in Exhibit "A".

**SECTION 2**

The City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**PASSED, APPROVED AND ADOPTED** this \_\_ day of \_\_ 2025.

\_\_\_\_\_  
PAULA PEROTTE  
MAYOR

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
DEBORAH S. LOPEZ  
CITY CLERK

\_\_\_\_\_  
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 Resolution No. 25-\_\_ was duly adopted by  
the City Council of the City of Goleta at a regular meeting held on the \_\_ day of \_\_,  
2025 by the following roll call vote of the City Council:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

(SEAL)

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DEBORAH S. LOPEZ  
CITY CLERK



## **ATTACHMENT 1 EXHIBIT A**

City of Goleta Public Art Policy (Draft)



## **DRAFT 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 Design 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. "Exhibitor" shall mean a donor of a work of art, whether the artist or owner or other individual authorized to donate the work of art to the City, either temporarily or permanently. For the purpose of this policy, "exhibitor" may refer to an individual, group, or organization.
- G. "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. "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 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 City's Planning Department. The Planning Department will conduct an intake and completeness review. The projects shall be presented to the City's Design Review Board, which shall make a recommendation to the City Council for final determination.

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.

#### **Exhibit and Display at City Facilities**

The exhibit and display of materials at public facilities shall be administered by site staff as outlined in **Section VI** of this policy.

### **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 commissioning public art.

#### **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
- Formal training
- Past and current large scale (5 feet or larger) commissions
- Sales of work
- Exhibition records
- Publications
- Artwork design

Artists also would ideally have proven 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 following evaluation and selection procedures.

## **Section V. Review and Approval Process – Public Art**

### **City-Funded/City-Owned Public 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 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; 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. 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
- 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 of support from the community expressing support for the artwork and associated project.

#### **B. Presentation to the Design Review Board:**

Artists will be scheduled to present the proposed artwork to the Design Review Board ("DRB") as an agenda item at a regular meeting of the DRB.

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

The following criteria shall be used by the DRB to review and evaluate the acceptability of the proposed artwork:

- **Aesthetics** – It shall be deemed to be an artwork of lasting aesthetic value.
- **Quality** – There is inherent quality in the artwork itself.
- **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.
- **Feasibility** – Each artwork shall be reviewed for realistic completion and installation.
- **Duplication** – To assure the artwork is original and will not be duplicated, the artist shall warrant the artwork as unique and an edition of one, unless stated to the contrary.
- **Need** – Understanding of the work required by the City.
- **Appropriateness** – Appropriateness of scale, form, material, content and design relative to the site.
- **Cultural/Historical Relevance** – Relationship to the social, cultural and/or historical identity of the site/City.
- **Equity/Diversity** – Valuation of equity and diversity in ethnicity, gender, geographical location/origin, subject matter, scale, medium, and style elements.
- **Durability/Longevity** – Appropriateness of proposed materials in regard to structural and surface integrity, public safety, and weathering and its protection against theft and vandalism.
- **Cost** – Evaluation of proposed budget and the artist's ability to successfully complete the project within the proposed budget.
- **Art Content** – Art installation proposals shall not include designs that would be considered obscene, nor shall they serve as a commercial advertisement. Proposals containing any signage elements 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 are considered in terms of physical dimensions, social dynamics, local character, and surrounding context of the existing or planned site and historical context of the site
- Theme and relevance to the community and the site
- Visibility of the site by the general 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 Design 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 DRB'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 that contains standard industry terms, including but 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. 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, 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.

## **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, which require the property owner, their successor in interest, and their assignees to:
  - Maintain the public art in good condition
  - 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
  - Maintain liability insurance, including coverage and limits as may be specified by the City's Risk Manager.

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 the normal requirements of the permitting and design review process including Design Review Board, Planning Commission, and/or Historic Preservation Commission review as applicable.

The DRB will use the same criteria outlined above in this policy when evaluating the acceptability of the proposed artwork.

## **C. Site Selection**

The applicant shall consider the site selection criteria listed above when determining a potential site for public artwork.

## **D. Installation and Maintenance**

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

### **Section VI. Display and Exhibit Policy**

The City encourages the display of materials that reflect the diverse interests, cultures, and values of the community. These displays and exhibits serve as an opportunity for patrons to learn, explore, and engage with ideas that inspire creativity, foster understanding, and promote cultural awareness.

The City will manage displays and exhibits at its various facilities with the following goals:

- To provide access to a variety of educational, cultural, and informational resources.
- To present materials that are relevant and meaningful to the local community.
- To ensure that the display process is inclusive, balanced, and reflective of the diverse perspectives within the community.

### **Administration**

The display of materials at City facilities shall be administered by staff in the Neighborhood Services Department and General Services Department.

- Displays at the Goleta Community Center shall be administered by the Recreation Supervisor and Parks and Recreation Manager.
- Displays at the City's libraries shall be administered by library staff and the City Librarian.
- Displays at other City facilities including City Hall shall be administered by the General Services Department.

### **Principles and Criteria**

Decisions regarding the selection of materials for display and exhibit at City facilities are based on the following criteria:

- **Relevance to Community Interests:** Materials that reflect the interests, needs, and diversity of the Goleta community will be prioritized.
- **Educational or Cultural Significance:** Exhibits that promote education, cultural understanding, and awareness of relevant social or historical

issues will be encouraged.

- **Space Availability:** Displays and exhibits will be organized based on available space and the suitability of the materials to the space.
- **Connection to Community Programs and Services:** Displays that support or complement ongoing programs, events, or initiatives of the City will be prioritized.
- **Variety of Viewpoints:** The City will seek to present a variety of perspectives, including materials that represent different cultural and social viewpoints.

## Intellectual Freedom and Censorship

The City recognizes the importance of intellectual freedom and the right to access diverse viewpoints. In alignment with this principle:

- **Freedom of Expression:** The City will not restrict the display or exhibition of materials solely because they may be perceived to be controversial, so long as the topic is appropriate for all ages, and is in alignment with the overall goals, policies, and code of conduct of the City.
- **Non-endorsement:** Acceptance of materials for display or exhibit at a City facility does not constitute endorsement by the City of Goleta of the content or opinions expressed in the materials.
- **Parental Responsibility:** Parents and guardians are responsible for monitoring the materials their children may encounter. The City will provide appropriate guidance to create an environment that is appropriate for all ages, but parents have the final responsibility for what their children view or engage with.

## Exhibit Procedures

- **Request for Display:**  
Individuals, groups, or organizations interested in exhibiting at City facility must submit a display request form to City staff. The request should include:
  - A description of the materials or exhibit to be displayed
  - The educational, cultural, or community value of the exhibit
  - Preferred display dates and duration (the default display time for exhibits shall be 30 days)
  - Any special requirements for the display (e.g., equipment, setup, etc.)
- **Approval Process and Payment:**  
City staff will review the request based on the criteria outlined in this policy. Once approved, and payment has been received, the site

supervisor will coordinate with the exhibitor to schedule the display and provide guidance on setup, duration, and the content of the display.

- **Display Duration and Removal:**

Displays will be available for a set period, as agreed upon in advance with the site supervisor. Upon completion of the exhibit, the exhibitor is responsible for removing all materials from the display space. The site supervisor will coordinate the dismantling and removal of the display, ensuring that all items are returned or disposed of appropriately.

## **Procedures for Addressing Concerns**

If a resident or visitor has concerns about a display or exhibit, the following process will be followed:

- **Informal Resolution:** The resident or visitor should first discuss the issue with City staff (starting with the site supervisor). Staff will attempt to resolve the concern informally by explaining the policy and the rationale behind the display.
- **Formal Complaint:** If the issue is not resolved informally, the patron can submit a written Statement of Concern.
  - The Statement of Concern should include the nature of the concern, the specific item(s) in question, and the desired resolution.
  - The resident or visitor must have used the City facility within the past six months to submit a Statement of Concern. Moreover, for patrons of the Goleta Valley Library, the patron must have a Goleta Valley Library card and must have used it at least six months prior to filling out a Statement of Concern.
- **Review and Decision:** Staff will review the concern and determine whether any changes should be made to the display or exhibit. The resident or visitor will be notified of the decision in writing.
- **Escalation:**
  - **For exhibits in City libraries:**
    - A patron who wishes to make their objection known even further may forward their complaint to the Library Advisory Commission (LAC) for consideration at the next regularly scheduled meeting.
    - A copy of the Statement of Concern Form submitted to the LAC is forwarded to the Office of the City Manager.
    - The LAC sends its recommendation to the City Librarian.

- The City Librarian then reviews their original decision in the context of the LAC recommendation and confirms or sends a revised opinion to the patron in writing, with a copy sent to the Library Advisory Commission and to the Office of the City Manager
- The City Librarian's decision on the complaint is final and without further appeal.
- For exhibits in **other City facilities**:
  - The complainant may forward their complaint to the office of the City Manager for consideration at the next regularly scheduled meeting.
  - The City Manager then reviews the original decision and confirms or sends a revised opinion to the complainant in writing
  - The City Manager's decision on the complaint is final and without further appeal.

## **Section VII. 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, or that are installed on private property and are visible from the public right-of-way 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 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 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 VIII. Amendments**

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

## **Section IX. 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](mailto: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



## **Appendix: Draft Forms**

DRAFT

## City of Goleta Public Art Program Artist Application

The following information is required for a complete application. Please contact the Planning and Environmental Review Department to schedule a meeting to review this application, to address any questions regarding the project, and to confirm specific requirements for your proposed project.

**Artist Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Title of Work:** \_\_\_\_\_

**Medium/Description:** \_\_\_\_\_  
(Attach examples as needed.)

I certify that I have created the above artwork (*please initial*) \_\_\_\_\_.

### **Artwork Proposal**

In the space provided on the following page, please provide a description of the proposed public art project including the following required information:

- Description of Artwork/Media
- Specifications and Dimensions
- Materials and Finishes
- Colors
- Electrical or Plumbing Requirements
- Construction and Installation Method
- Budget
- Location/ Site Plan
- Timeline

If additional space is needed, please attach any additional information to your Artist Application.

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Please attach a depiction of artwork designs as a drawing, picture, rendering, etc.

**ACKNOWLEDGMENT**

By submitting this Application, I agree that: (1) my submission(s) and their contents will automatically become the property of the City of Goleta and I understand that if my artwork is selected I will be compensated a not-to-exceed amount as specified in the Public Art Agreement; (2) The City of Goleta may use, copy, or redistribute the submissions and their contents for any purpose and in any way; (3) there is no obligation for the City of Goleta to review or select the submission; and (4) there is no obligation to keep any submissions confidential.

Further, I acknowledge that I have read the City's Public Art Policies and reviewed the Public Art Agreement that I will have to sign if my artwork is selected. I also understand and agree to waive my rights of attribution out in the Visual Artists Rights Act, 17 U.S.C §§106A and 113(d) ("VARA"), and, the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 ("CAPA").

ARTIST: \_\_\_\_\_ DATE: \_\_\_\_\_

**DISCLAIMER**

I have read the City's Public Art Policy and agree to the rules & regulations stated. The undersigned agrees to indemnify and hold harmless, the City of Goleta, its Officers, Agents, and Employees for any loss or liability which results or is alleged to have resulted from my participation in this activity, including any claim arising out of the applicant's entry, acts, or omissions in said program or any accident, injury or damage involved therein, including but not limited to attorney fees and court costs. I have read and fully understand these policies. I am an adult and my signature is below.

ARTIST: \_\_\_\_\_ DATE: \_\_\_\_\_

## **ATTACHMENT 2**

Staff Presentation

# Consideration of a Draft City Public Art Policy and Options for Future Updates to the Policy

August 19, 2025

Blake Markum, Management Analyst  
Jaime Valdez, Assistant City Manager



# Background

- City of Goleta Strategic Plan
  - 2.2: Support programs that enhance quality of life in the Goleta community such as recreation, public safety, human services, and cultural arts
  - 2.2.11: Develop a public art installation policy

# Purposes of Public Art Policies



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



Support the installation of artwork in public spaces and regulate public art installation private developments



Institute approval procedures and guidelines for public art installations



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



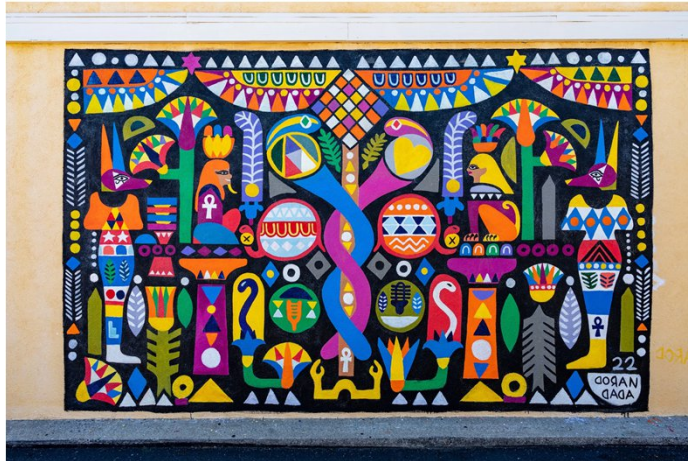
Establish the approval body for public art projects.



Create funding source(s) for the public art program.



Encourage public engagement in the public art process



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



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



"Old Town New Town" – Vanessa Harding and Martin Sernas,  
City of Santa Clarita



"Champions of Adversity" - Sergio Robledo  
City of Los Angeles





"Matriculated Nature" – Tom Otterness,  
City of Claremont



"Tile Fireplace" – Ernest Batchelder,  
City of Pasadena



"Diversity Sculpture" - Jim Trask and  
students at Arroyo Grande High School,  
City of Arroyo Grande



"Love of Color" – Sara Burke,  
City of San Luis Obispo



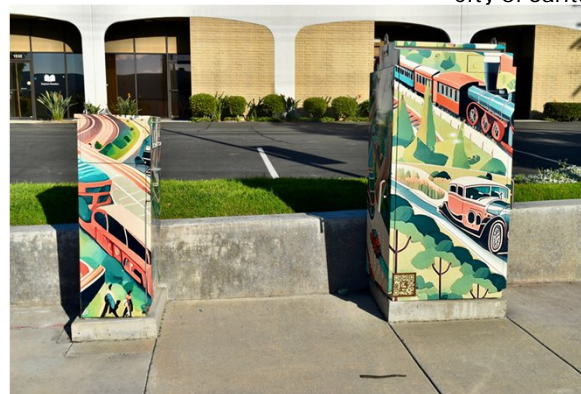
"Box 7" – Blake Garner,  
City of Costa Mesa



"Stick(er) Together" - Manasa Sundaram,  
City of Santa Clarita



"Box 3" - Eleni Kelly,  
City of Novato



"Tracks of Time" and "Connected Journeys" - Samantha Chang,  
City of Duarte

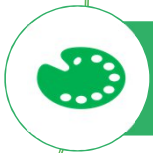
# Proposed Public Art Policy



1. Establish Public Art Program, Articulate Vision, and Institute Procedures.



1. Approving Body: City Council as advised by Design Review Board



1. Process for Accepting Artwork



1. Provide Mural Guidelines

# Future Considerations

Funding Sources

Fee Waiver for Public Art Projects

Advisory Body

# Questions?