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Workshop - Staff Presentation



# MURRIETA PUBLIC ART POLICY WORKSHOP

**DOMINIQUE SAMARIO, Public Information Officer**

September 5, 2023

# AGENDA

- 1 DEFINING PUBLIC ART
- 2 BACKGROUND
- 3 USC CAPSTONE REPORT
- 4 NEXT STEPS





An aerial photograph of a park area with a large white rectangular overlay in the center. The overlay contains the text '01 DEFINING PUBLIC ART' and the Murrieta Southern California logo. The background shows a parking lot, trees, and a grassy field with people.

# 01 DEFINING PUBLIC ART





*Public art is art created for general  
public consumption.*



*Alec Monopoly, David Kracov, Eduardo Kobra*



# PUBLIC ART

## What makes public art unique?

- What distinguishes public art is the unique association of how it is made, where it is, and what it means.
- Public art can express community values, enhance our environment, transform a landscape, heighten our awareness, or question our assumptions.
  - **Association for Public Art**



City of Oceanside



City of Carlsbad



# 02 BACKGROUND



# PUBLIC ART POLICY BACKGROUND

## MURRIETA GENERAL PLAN 2035

Consider the adoption of a public art ordinance (Action HC-A8) that

- 1) offers incentives for businesses to provide public art, and
- 2) establishes a fee for commercial and industrial projects that do not wish to install public art.





# 03 CAPSTONE REPORT





# PUBLIC ART POLICY REPORT

## USC SCHOOL OF PUBLIC POLICY CAPSTONE PROJECT

- Partnered with City staff
- Robust research on policy options and best practices
- Stakeholder interviews:
  - Scott Agajanian, Economic Development
  - Brian Ambrose, Community Services
  - David Chantarangsu, Development Services
  - Patrick Ellis, Chamber of Commerce and Explore Murrieta
  - Monica Gutierrez and Paul Diffley, MVUSD
  - Steffany Lluvia and Casey Jurado, Murrieta Arts Council

## Exploring Options for A Municipal Arts Policy

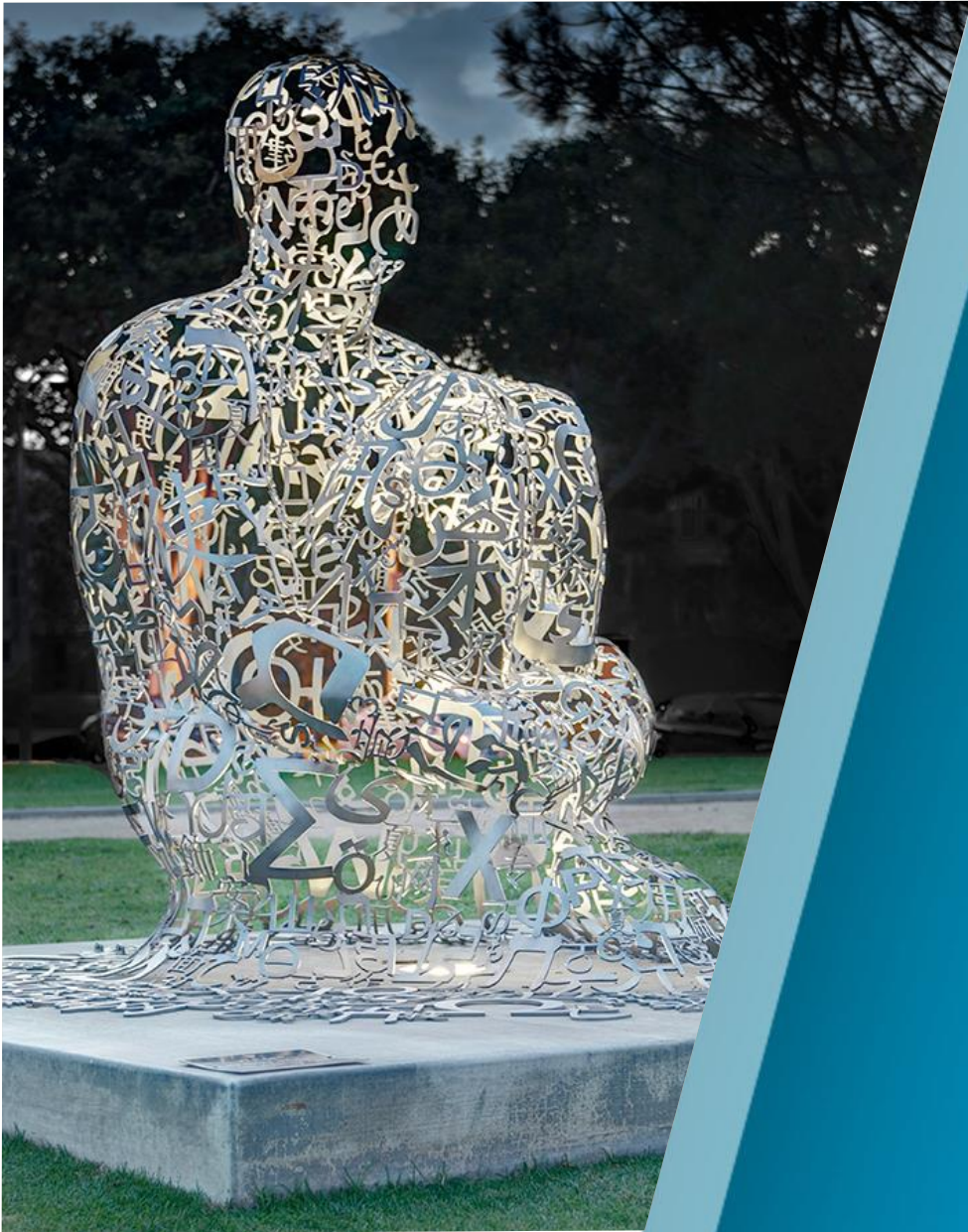


Presented by:

Tucker Wentz, Kelly Nuibe and Caneisha Fortner

## CAPSTONE REPORT FINDINGS

- The presence of public art and culture has been an increasingly popular **strategy for local development to improve quality of life**;
- The City does not have an arts and culture department or policy to **link interdepartmental resources**;
- **Collaboration among departments and stakeholders** is needed to increase civic pride in arts and culture;
- **Broad support** for a policy among stakeholders;
- A fee associated with capital improvement projects is one of the most effective **methods for funding an eventual public art policy**; and
- The presence of a **public art commission**, as well as criteria for approval of public art pieces, are the most prevalent components of public art policies implemented throughout the country.





# 04 NEXT STEPS



# NEXT STEPS

## WORKING GROUP

1. Establish a working group to develop a draft public art policy for the City of Murrieta

## PILOT PROGRAM

2. Initiate a pilot program for art in public spaces within the Downtown Specific Plan, Innovation Zone, and City-owned parks and public spaces. A draft of the pilot program would be brought back before the City Council prior to initiating pilot projects





“

*Arts and culture programs  
reflect group interests and values,  
forming community identity.*

”



Questions?