



COUNCIL REFERRAL MEMORANDUM

To: Hayward Mayor and City Council
From: City Council Members Angela Andrews and Julie Roche
Subject: Public Art Referral
Date: 2/27/24

Background:

Council Member Andrews and Roche request approval of the full Council for this referral to be assigned to staff to present a public art fee policy to be applied to development projects throughout the city.

Many cities have implemented a public art fee and a strategy for implementing permanent public art as a community benefit. Staff should present a percentage between 1-2% for projects to be installed by the development or into a city-administered fund to be reviewed by the Council Economic Development Committee to drive public art to stimulate the local economy, reduce blight, and support crime reduction by design.

We believe adopting the requested resolution is necessary to ensure effective ways to foster community engagement, reduce vandalism, increase tourism, stimulate economic development, and support small businesses.

Timeline: 3rd Quarter of FY24

Angela Andrews
City Council Member

Julie Roche
City Council Member

See references on the next page.

References:

<https://berkeleyca.gov/construction-development/permits-design-parameters/design-parameters/public-art-private-development>

<https://www.alamedaca.gov/Departments/Base-Reuse-and-Economic-Development/Public-Art-Program/Public-Art-Requirement>

<https://www.miamidade.gov/managementandbudget/library/procedures/358.pdf>

<https://ecode360.com/42990638>

https://www.americansforthearts.org/sites/default/files/Percent%20for%20Art%20Ordinance%20_SJ.pdf