

AGENDA ITEM #: _____

DATE: July 18, 2016

COAC #: 16-5844

**CITY OF GOODYEAR
CITY COUNCIL ACTION FORM**

SUBJECT: Goodyear City Hall Public Art	STAFF PRESENTER: Guylene Ozlanski, Arts and Culture Coordinator
	CASE NUMBER: N/A
	OTHER PRESENTER: N/A

RECOMMENDATION:

Approve the expenditure of \$20,000 for public art at Goodyear City Hall.

PURPOSE:

The Goodyear Arts and Culture Commission recommends the inclusion of public art at Goodyear City Hall and requests that Council approve the expenditure of \$20,000 to include artwork in the City Hall entrance enhancement project. The artwork will take into consideration the building's architecture as well as the city's commitment to sustainability and the environment.

BACKGROUND AND PREVIOUS ACTIONS:

The Goodyear City Council established the Public and Performing Arts Ordinance on April 24, 2006. The Ordinance sets aside up to 1% of the CIP to fund projects that beautify public spaces, instill civic pride, promote cultural tourism, and encourage community dialogue. Per the ordinance, the Goodyear Arts and Culture Commission recommends public art projects and Council approves the expenditure. This project aligns with the city vision of creating attractive places that encourage a socially connected community. The project will:

- Create a unique destination for the city with public art that enhances and identifies the entrance to City Hall
- Provide an aesthetic improvement that creates a more welcoming presence
- Impart an attractive art experience for the visitors at City Hall
- Demonstrate a commitment to design integrity and functionality
- Establish an identity through inclusion of a theme that reflects current designs at city buildings
- Embrace a spirit of creativity and contemporary design to enhance the aesthetic of the entrance to the building

The FY14 Arts and Culture Plan, presented to Council December 2, 2013, included Commission recommendations for the inclusion of public art at Goodyear City Hall. On July 11, 2016 staff presented to Mayor and Council an update on the City Hall entrance enhancement project. Information was shared on the public art concept, placement of identification signage, landscaping and additional way-finding signage that will create a cohesive appearance.

STAFF ANALYSIS:

Through researching community needs, City Hall was identified for a public art project that creates an identity for City Hall. The project will provide visitors with a memorable and functional public art space that is integrated into the entrance enhancement project. Furthermore, the project will emulate the design features of the public artwork being installed at the Goodyear Branch Library. Through the integration of this similar design an aesthetic continuity will be developed at City facilities.

FISCAL ANALYSIS:

This action is to consider approval of a \$20,000 expenditure for the inclusion of public art at Goodyear City Hall as part of the entrance enhancement project.

The Public Art Fund, derived from the Public and Performing Art ordinance, will fund \$20,000 for public artwork at Goodyear City Hall. This expenditure will be funded by the FY15 Public Art Fund allocation and does not negatively impact the FY17 Annual Public Art Plan.

ATTACHMENTS:

None.