



City of Monrovia Art in Public Places

CELEBRATING MONROVIA THROUGH THE ARTS

Art in Public Places Ordinance

- ▶ Adopted in 2004
 - ▶ Assesses a 1% public benefit fee on new development over \$1 million in valuation.
- ▶ Developer has two options to satisfy the requirement:
 - ▶ Provide art equal to the value of the assessment; or
 - ▶ Pay an “in lieu” fee to be used for public art throughout Monrovia.
- ▶ Established an Art in Public Places Committee



Results



- ▶ Over \$750,000 in new public art
- ▶ Inventory of (soon to be) 80 publicly funded pieces

What is Art?



“The Stop”



Generations



Samson



Bob Bartlett Tribute



"Action"



Big Belly Wraps



"Sunday Drive"



Wings of Angels



“Iris in Motion”



“Life is not a Spectator Sport”



"Be..." @ Recreation Pack



"The Book Stacks"



Neighborhood Treasures



Trends Guiding Work Plan

- ▶ Less money coming into AIPP Fund
 - ▶ Developers doing art onsite
 - ▶ Art Funds waived and “rolled into” CFD
- ▶ Focus on projects to get most “bang for the buck”
- ▶ Community engagement projects
- ▶ Locational diversification
- ▶ Focus on neighborhoods, history and diversity



2020-2021 AIPP Work Plan

- ▶ Signature Programs
 - ▶ Ongoing/annual
 - ▶ Quarterly
- ▶ Projects
 - ▶ Larger installations
 - ▶ More expensive
 - ▶ Limited to one or two per year based on funding availability.
- ▶ Behind the Scenes...branding/marketing

AIPP Signature Programs

Art on the Box

- Community Call for Artists
- January – March (Q1)
- 4 to 5 Annually
- 25 Boxes painted



Art on the Box



AIPP Signature Programs

Footnotes

- Community Poetry Contest
- April – June (Q2)
- 10 annually
 - 6-8 poems
 - 2-4 Monrovia Moments
- 15 Panels stamped



AIPP Signature Programs

Sampsons about Town

- Sponsored and City-funded
- July - September (Q3)
- Up to 4 annually
- “Bear Tracks” – the Sampson Trail
- 9 Sampsons painted



AIPP Signature Programs

Neighborhood Treasures

- Recipients chosen by MAP leaders
- Call for Artists in October
- October – December (Q4)
- 2 - 3 annually
- Develop “Treasure Map”



AIPP Projects

Japanese Monrovia Mural

- Completed yesterday!



AIPP Projects

AIPP Logo Contest

- Community Contest
- Designs due September 18th
- Logo will be used on all AIPP literature



CALL FOR ARTISTS

The City of Monrovia
Presents the Art in Public Places

LOGO CONTEST

Enter for a chance to win \$500

Open to Monrovia residents of all ages

Submissions are due by September 18, 2020

Contest rules and guidelines are available online:
CityofMonrovia.org/Logo

Contest Application is available on the reverse side

Contact Kerri Zessau with questions
626.932.5564 or kzessau@ci.monrovia.ca.us

AIPP Projects

Huntington Drive Entry Monuments

- Finalizing details
- Committee/Council review Q4 2020



Behind the Scenes to put art at the forefront...

- ▶ Program Marketing – Go Digital!
 - ▶ Create Art Trails (Treasure Map, Bear Tracks, Footnotes)
 - ▶ Increase Online presence
 - ▶ Use of QR Codes...for more information...
- ▶ Implement Art Maintenance Program
- ▶ Grant Funding for storm drain awareness
- ▶ Develop art book for Holiday 2021





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