

## COMMISSION AGENDA REPORT

**TO:** Recreation and Parks Commission

**FROM:** Recreation and Parks Director, Alex Posada

**DATE:** April 8, 2025

**SUBJECT: 2025 Pedestrian Overpass Art**

Description:

The Recreation and Parks Commission will consider approving the installation of public art on the pedestrian overpass.

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**RECOMMENDATION:**

Adopt a Resolution approving the installation of public art on the pedestrian overpass at Broadway Street/Highway 135 as part of the City's downtown identity and beautification efforts, following review and approval by the Public Art Committee.

The Recreation and Parks Commission has the authority to approve public art projects under the 2019 City Council-adopted Public Art Master Plan, which designates the Commission as the caretaker of the public art vision for the City of Santa Maria.

**BACKGROUND:**

The City of Santa Maria is actively enhancing its downtown area through public art and beautification efforts. As part of this initiative, the Recreation and Parks Department proposes installing public art on the pedestrian overpass at Broadway Street/Highway 135, a key gateway between two of the city's busiest intersections. The design will incorporate the blue and gold color scheme inspired by City Hall's tilework, consistent with other downtown projects such as kiosk art, City Hall and Civic Center signage, and the upcoming creative crosswalk at McClelland and Cook Street. The currently installed lighting consists of ground-level uplighting. Once the artwork is placed, we will evaluate the lighting to determine its effectiveness in illuminating the art and make any necessary adjustments to ensure optimal visibility and impact.

This project aligns with the City's Public Art Master Plan and General Plan, which emphasize integrating public art into significant locations to strengthen community identity. It also supports City Council goals of fostering economic vitality and placemaking. The Public Art Committee has reviewed and approved the project, with funding coming from Measure U Public Art funds allocated by the City Council in 2024. Additionally, City Council was briefed on this project in February 2025. Approval from the Recreation and Parks Commission will allow the project to proceed with final design and implementation.

## **DISCUSSION:**

The proposed public art installation on the pedestrian overpass at Broadway Street/Highway 135 will serve as a highly visible landmark, enhancing the downtown area's identity and visual appeal. By incorporating the City's established blue and gold color scheme, the project will create a cohesive aesthetic that ties into existing downtown beautification efforts. This installation aligns with the City's Public Art Master Plan and General Plan, reinforcing a sense of place while supporting economic vitality and community engagement. With approval from the Recreation and Parks Commission, the project will move forward with final design and implementation, utilizing Measure U Public Art funds allocated by the City Council in 2024.

### Alternative(s)

As an alternative, the Commission could choose to delay or deny approval of the public art installation, which would postpone efforts to enhance downtown's visual identity and wayfinding. Another option would be to explore a different location for the project, though the pedestrian overpass remains one of the most prominent and impactful sites for public art.

### Fiscal Considerations

Funding for this project have been approved using Measure U Quality of Life funds allocated by the City Council in 2024, with no additional impact on the General Fund.

### Impact to the Community

The public art installation will enhance downtown Santa Maria's visual appeal, reinforce a sense of place, and create a more welcoming and vibrant environment for residents and visitors. It will also support economic vitality by attracting foot traffic, encouraging community engagement, and fostering local pride. Additionally, the project aligns with the City's broader beautification efforts, contributing to a cohesive and recognizable downtown identity.

### ATTACHMENT(S)

Pedestrian Overpass- Final Art Design  
Resolution- Pedestrian Overpass