



Sunnyvale

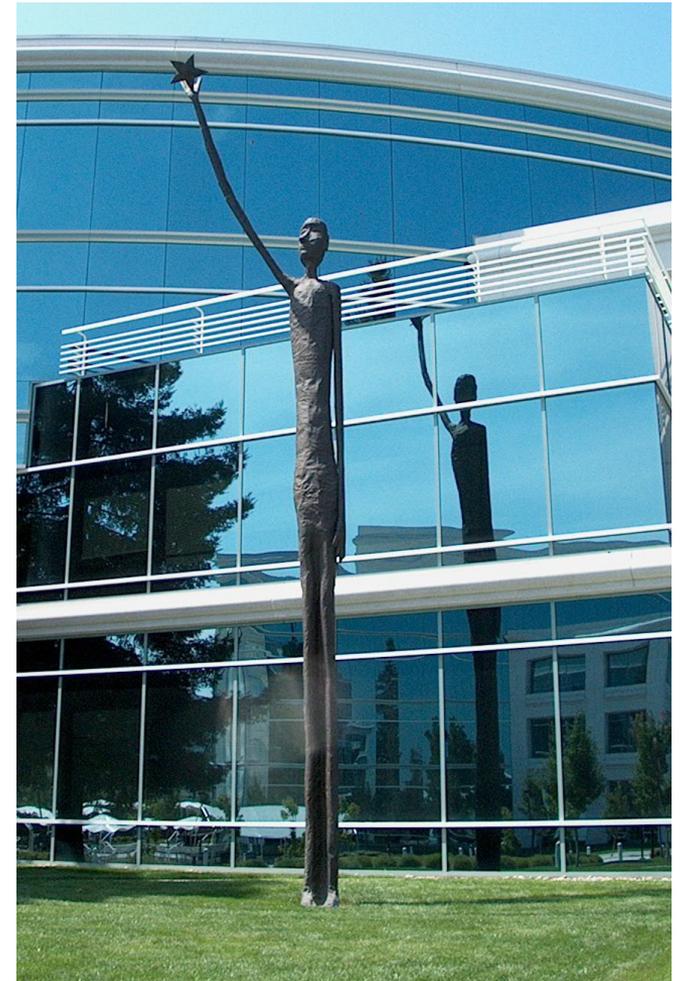
Master Plan for Public Art Options for Implementation

City of Sunnyvale
Study Session, August 25, 2020



Study Session Overview

- Sunnyvale's current Public Art Program
- Master Plan Process
- Master Plan Objectives
- Implementation Options



Sunnyvale Arts and Culture Programming

- Since the 1970's, the Community Center Features:
 - ◆ Theater
 - ◆ Creative Arts Center
- 4.5 Full-Time Staff
- Annual Cost = \$1.3 million
 - ◆ Dance, theater, visual and digital art
 - ◆ Pottery, music and special events



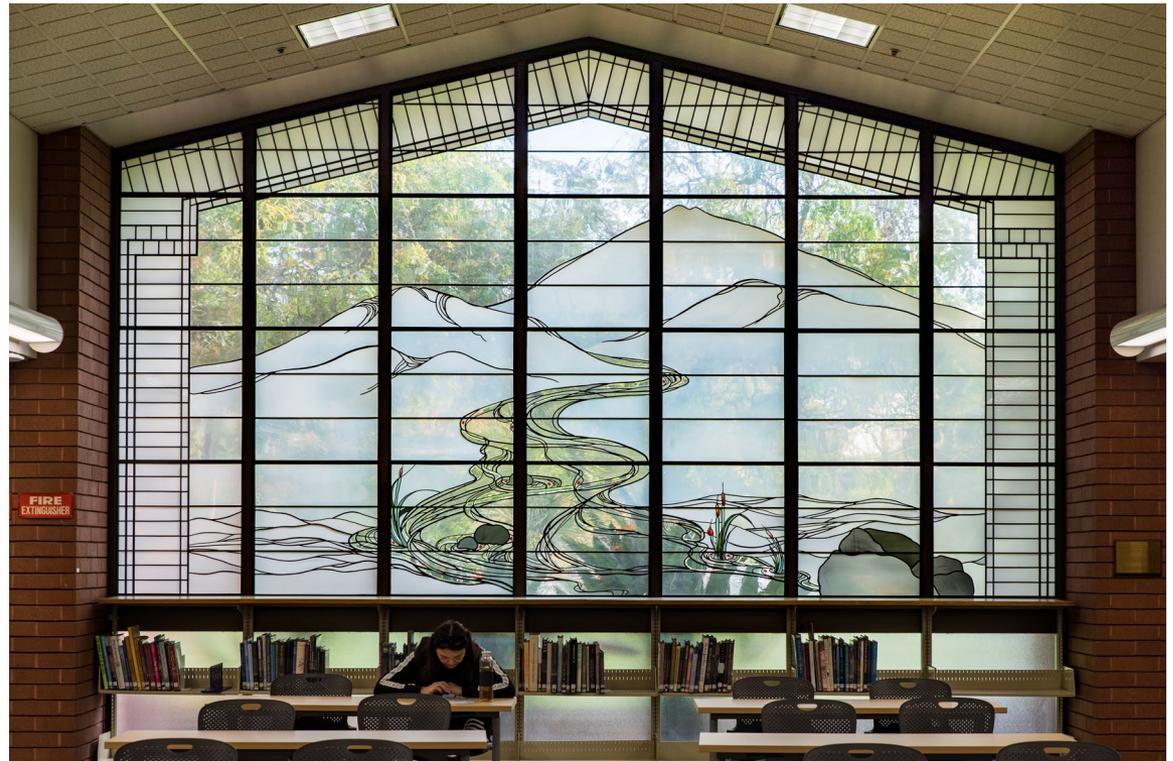
Sunnyvale Public Art Program

Established in 1983



Art in Public Places

- 62 pieces, owned and maintained by the City. Located in parks, community centers and other City-owned facilities
 - ◆ Paintings
 - ◆ Tapestries
 - ◆ Stained Glass
 - ◆ Ceramics
 - ◆ Sculptures
 - ◆ Murals



Art in Private Development

- 84 pieces commissioned
- 1% of project construction valuation
- Art on site or in-lieu (in-lieu 1.1%)



Public Art Fund

- Current balance approx. \$500,000
- Public Art Funds are limited to creation of physical artwork in public spaces



Master Plan for Public Art

- Provide options to
 - ◆ Broaden the scope of public art programs
 - ◆ Address community vision and aspirations
 - ◆ Formalize a process for spending the Public Art Fund



Master Plan Process

- RFP in 2016, hired Cultural Planning Group
- Community engagement in late 2016
- Plan was refined to fit Sunnyvale
- City Council Study Session June 2019
- City Council Study Session August 2020



What Type of Public Art Would You Like to See?

1. Functional art (benches, bike racks, etc.)
2. Whimsical small-scale art (utility box art)
3. Art integrated into natural environment
4. Art Integrated into new public spaces



Master Plan Objectives

1. Broaden the scope of public art programs.
2. Enhance the management of public art programs.
3. Encourage involvement of the Arts Commission and community in the public art process.
4. Develop web-based and self-guided tour programs for public and private art in Sunnyvale.
5. Incorporate a systematic approach to conservation and maintenance of the public art collection.
6. Update Sunnyvale codes, policies and procedures to align with the Master Plan for Public Art.

Implementation Options

1. Maintain current Art in Private Development in-lieu fees and General Fund contribution
 - ◆ Continues current activity level
 - ◆ Formalizes the process for spending the Public Art Fund balance



Strategies – Public Art Fund Eligible

- Gateways (cost varies)
- Sculpture Park (initial estimates \$1M+)
- Temporary Art Projects
 - ◆ Utility box art (depends – roughly \$1500 each)
 - ◆ Benches, bike racks
 - ◆ Pop up murals
- Art through schools or other partnerships

Strategies – General Fund

- Art workshops and lectures (\$15 – 20K annually)
- Open the gallery space (\$50,000 annually)
- Casual staff hours (\$30,000) to:
 - ◆ Create an artist registry
 - ◆ Regularly review the MPPA
 - ◆ Create on-line and self-guided tours
 - ◆ Conduct a curatorial study
- Additional annual conservation and maintenance (\$25K)

Implementation Options

2. Expand Public Art through increased Art in Private Development in-lieu fee incentives

- ◆ Provide for additional activities by increasing the incentive for developers to select the in-lieu Art in Private Development option by either:
 - a. Increasing the art requirement percentage to 1.5% while maintaining the current in-lieu fee of 1.1% or
 - b. Maintaining the current art requirement percentage of 1% while lowering the in-lieu fee option to 0.75%



Implementation Options

3. Expand Public Art through General Fund Service Level Setaside contribution
 - ◆ Option 1 plus General Fund Service Level Setaside
4. Expand Public Art through increased Art in Private Development in lieu fees and increased General Fund Service Level Setaside
 - ◆ Options 1 through 3



Next Steps

1. Tonight – select an implementation option
2. Depending on:
 1. Option 1 – Arts Commission review only
 2. Option 2 – Planning and Arts Commission review
3. October – Council approve
 1. MPPA
 2. Public Art Fund project proposal
 3. Ordinance change (if required)

Question for Council

Which implementation option is preferred?

1. Maintain current Art in Private Development in-lieu fees and General Fund contribution
2. Expand Public Art through increased Art in Private Development in-lieu fee incentives
 - a. Increase developer art percentage to 1.5% while maintaining in-lieu fee of 1.1%
 - b. Maintain developer art percentage at 1% while decreasing in-lieu fee to .75%