



MASTER PLAN FOR PUBLIC ART

CITY OF SUNNYVALE
FEBRUARY, 2019

OVERVIEW

WHAT IS SUNNYVALE'S PUBLIC ARTS PROGRAM?

WHY A MASTER PLAN?

HOW WAS THE PLAN DEVELOPED?

WHAT DID WE LEARN?

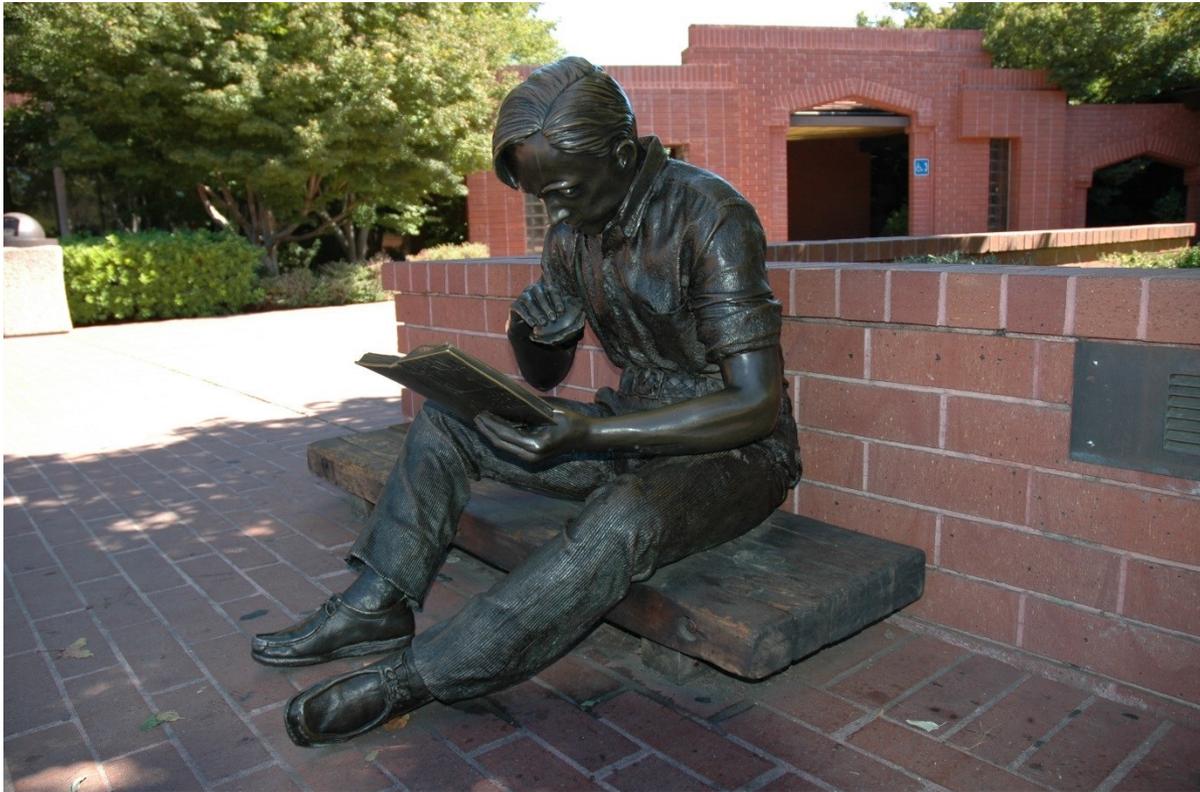
HOW DO WE MOVE FORWARD?

QUESTIONS & REFLECTIONS

SUNNYVALE PUBLIC ART PROGRAM

EST. IN 1983





“Out to Lunch”

ORIGINAL MASTER PLAN 1983 - 1993

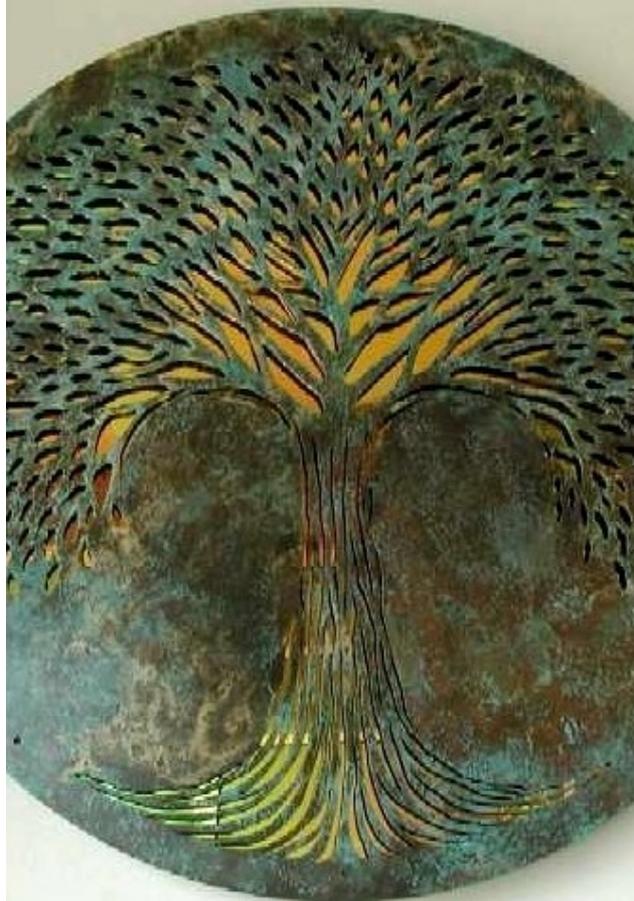
\$500,000

- Art in Parks
- Library
- Community Center
- Wolfe & El Camino

Suspended in 1993

12 of 16 projects completed

\$380,450 expended

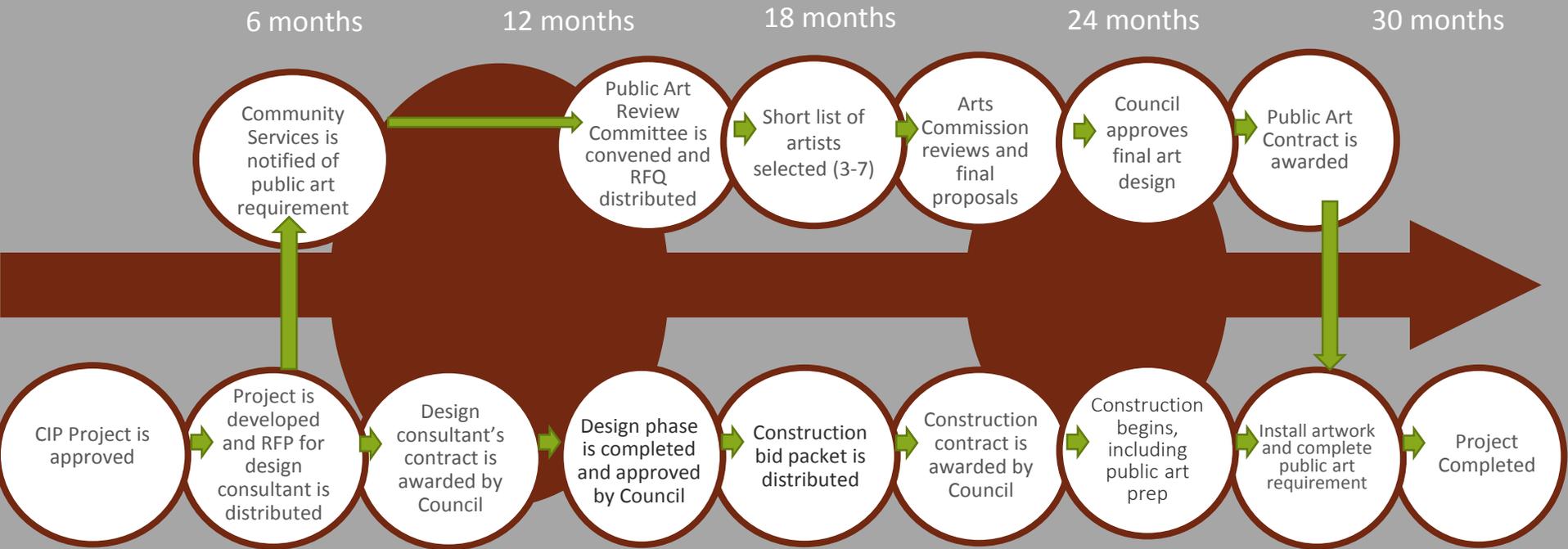


ART IN PUBLIC PLACES

62 Pieces in Collection, Maintained & Owned by the City

Parks, Community Centers and Other City-owned Facilities

Paintings, Tapestries, Stained Glass, Ceramics, Sculptures and Murals



ART IN PUBLIC PLACES



ART IN PRIVATE DEVELOPMENT

78 PIECES OWNED & MAINTAINED BY PRIVATE PARTIES

1% OF DEVELOPMENT PROJECT FUNDS

ART ON SITE OR IN-LIEU (IN-LIEU 1.1%)

APPLICABILITY

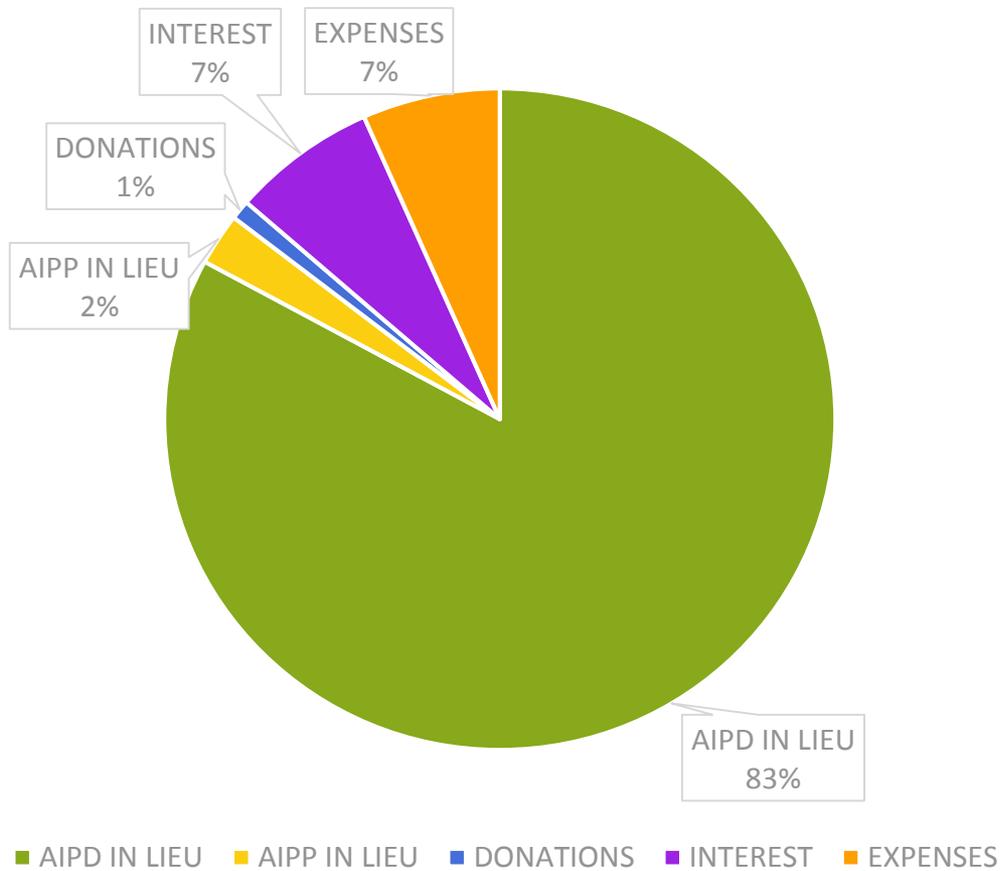
- Major Intersections
 - (2) El Camino Real and Remington Drive/Fair Oaks Avenue;
 - (3) El Camino Real and Sunnyvale Avenue/Sunnyvale Saratoga Road;
 - (4) El Camino Real and Mathilda Avenue;
 - (5) Central Expressway and Lawrence Expressway;
 - (6) Central Expressway and Mary Avenue;
 - (7) Mathilda Avenue and State Highway 101;
 - (8) Mathilda Avenue and State Highway 237;
 - (9) Lawrence Expressway and State Highway 237;
 - (10) Lawrence Expressway and State Highway 101.
- Lots of Two Acres or More
- Phased Construction
- Public Interest

REQUIREMENTS

- 1% of the project construction valuation.
- Eligible costs include:
 - (1) Purchase price of the art;
 - (2) Art consultant fees;
 - (3) Installation costs, including transportation of the art to the site, pedestals or display costs;
 - (4) Wiring, fixtures and other costs directly related to the installation of lighting the art;
 - (5) Identification plaque; and
- Ineligible costs include land acquisition, site preparation, travel costs for the artist, architect fees, utility fees associated with the installation or operation of the art, fees associated with dedication ceremonies, publicity, or educational components and maintenance fees and repairs.
- Unspent funds deposited into Public Arts Fund
- In-lieu amount = 1.1%; Extra .1% for maintenance



ART IN PRIVATE DEVELOPMENT



PUBLIC ART FUND

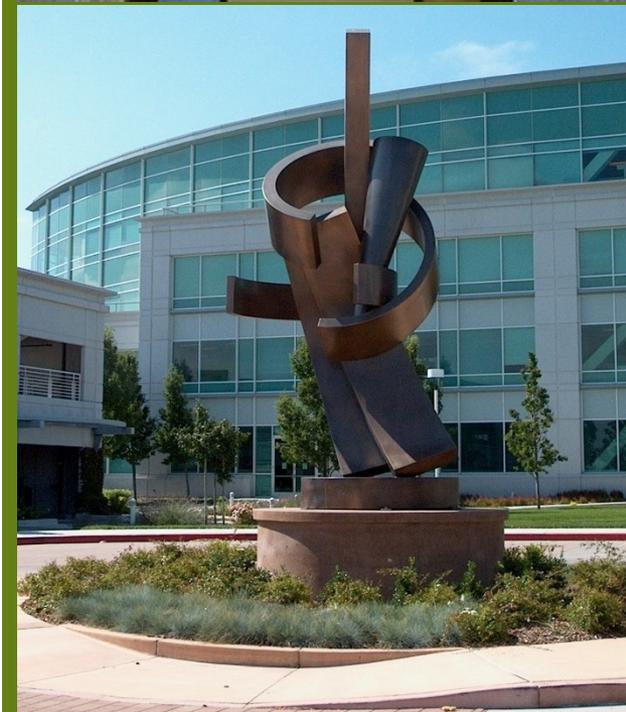
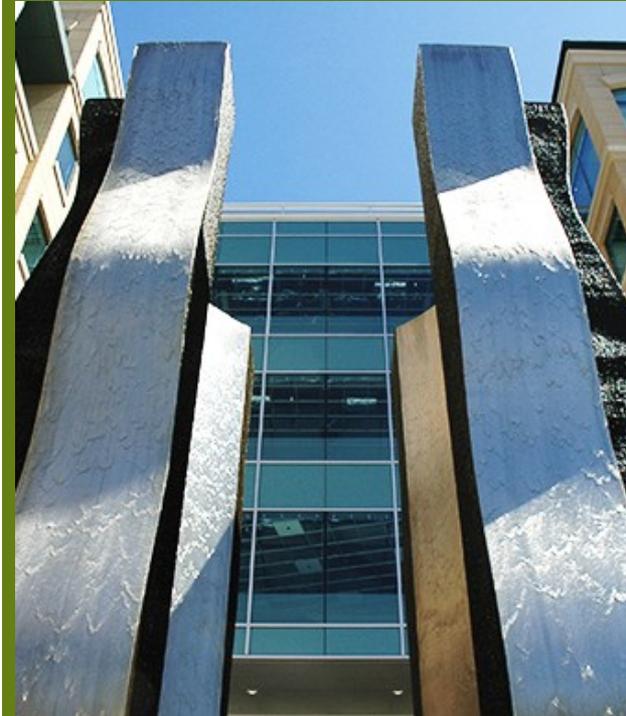
Balance as of Dec. 2018
approx. \$460,000

WHY A MASTER PLAN?



A Master Plan Is Both

- A policy statement that reflects the community's vision for how public art can enhance Sunnyvale's architecture, gathering places and built environment
- A set of processes that City staff can use to translate the community's vision into action



GENERAL PLAN GOALS & POLICIES

- **Policy CC 1.1** - Identify the boundaries of the City with attractive and distinctive features.
- **Policy CC-1.1c** - Continue to develop a comprehensive gateway improvement program to select major gateways for improvements such as special landscaping, signage, visitor information centers patterned pavement, monuments or artwork and unique private development standards.
- **Policy CC-1.1d** - Consider installing new City of Sunnyvale monument signs at major gateways into Sunnyvale and developing a comprehensive sign program to identify major attractions within the City.
- **Policy CC-1.4** - Support measures which enhance the identity of special districts and residential neighborhoods to create more variety in the physical environment.
- **Policy CC-1.8** - Provide and encourage the incorporation of art - both functional and decorative - in public and private development.
 - **CC-1.8a** - As non-general fund resources allow - develop a new Master Plan for Public art.
 - **CC-1.8b** - Look for opportunities to participate in County and/or regional projects to incorporate art.
 - **CC-1.8c** - Work with Department of Public Works to include public art components as part of Interpretive Signage Project at SMaRT Station/WCPC Complex.
 - **CC-1.8d** - Identify and consider opportunities for art components to park development and/or redevelopment projects, such as Baylands Park.
 - **CC-1.8e** - Continue to acquire public artworks which contribute to the public identity of outdoor places and provide pleasure and enrichment for Sunnyvale residents.
 - **CC-1.8f** - Encourage selections of public artwork which have a broad appeal and capture the aspirations of social and cultural heritage of the community.
- **Policy CC-6.1** - Develop and expand cooperative working relationships with schools, civic groups, neighborhood organizations, business organizations and other established organizations to share in the promotion of heritage programs and projects.
- **Policy CC-9.1** - Provide, maintain, and operate arts facilities within the financial constraints such as the community center theatre, creative arts center, artists' studio, gallery and public art collection in a safe, clean and usable condition with attention to customer satisfaction.
- **Policy CC-9.1c** - Evaluate opportunities to utilize regional art facilities and resources.

PLAN DEVELOPMENT

- Cultural Planning Group
- 9-member MPPA Taskforce
- 10 Focus Group Meetings
- 20 Stakeholder Meetings
- 3 At- Large Community Meetings
- 6 Pop-Up Events
- 700+ Online Surveys



GOALS OF THE ENGAGEMENT PROCESS

- Bring together multiple points of view to inform the planning process
- Create legitimacy and a sense of shared responsibility for the Master Plan for Public Art
- Cultivate new partners/allies and collaborations
- Stimulate broad awareness of, and momentum for, implementation of the Plan



WHAT DID WE HEAR?





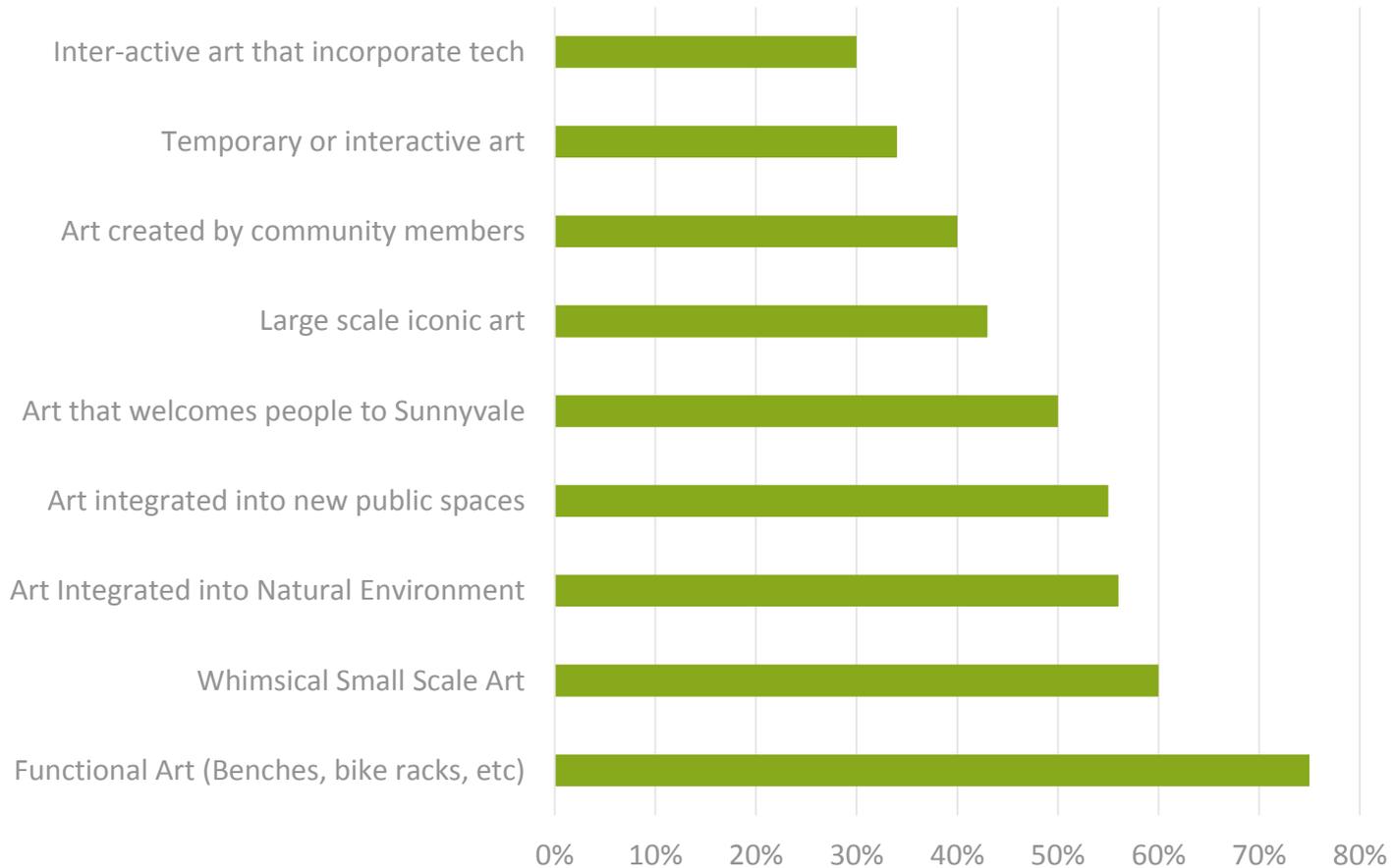
SUNNYVALE DEFINED

- Murphy Avenue
- Parks, Open Spaces and Bike Trails
- Farmer’s Market
- Library
- Community Center Theatre
- Heritage Museum
- Charles Street Garden
- Moffett Park/Tech Business Parks

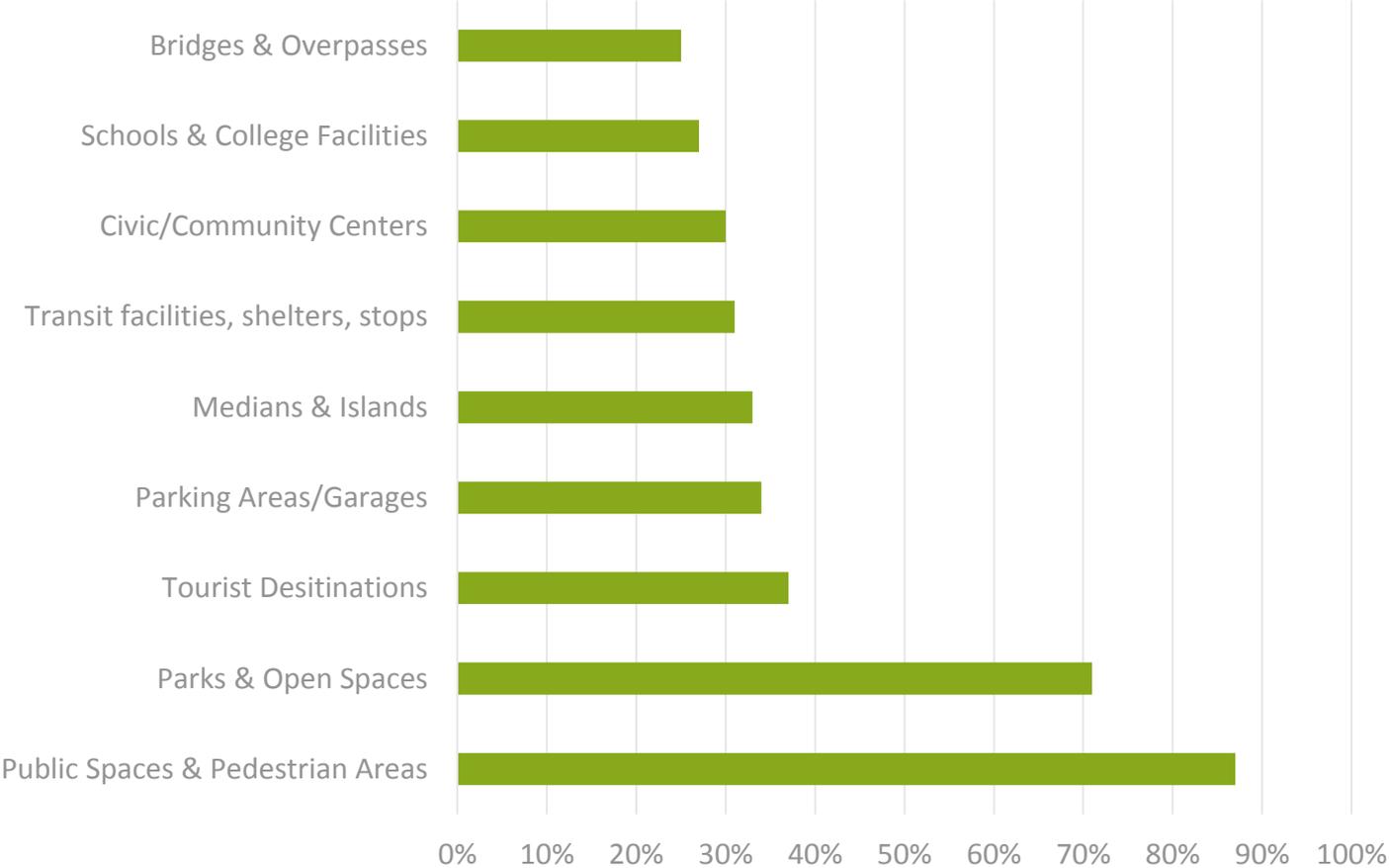
Where people take visitors.

Most respondents take visitors to Murphy Avenue. Baylands Park was mentioned numerous times as a visitor hotspot, along with other parks and open spaces. There is opportunity for the Heritage Museum to be more visible to the community, as the least number of people take visitors to the museum. Many also stated they take visitors out of town as there is no place in Sunnyvale they identify as an interesting destination.

WHAT TYPE OF PUBLIC ART DO YOU WISH TO SEE?



WHERE ARE THE MOST IMPORTANT PLACES FOR ART?



WHAT MAKES SUNNYVALE UNIQUE?

- Diversity & Inclusiveness
- Evolution from small orchard town to hub of technological innovation
- Clean parks and high-quality community programs/library services
- Always sunny! Great climate
- Great place to live and raise a family in heart of Silicon Valley
- Sense of community – It's safe!
- Big city with small city feel
- Well-run city, great schools, historic downtown
- Nothing – it is boring!



GENERAL COMMENTS

- Use art to create an identity that is uniquely Sunnyvale
- Art for all ages – accessible, inclusive, diverse; too many sculptures
- Art that is interactive and sustainable (“out to lunch” piece encourages play)
- Increase marketing/education – brochures, interpretative plaques, after-school programs; social media posts
- Use art to add color/vibrancy – locate around public gathering spaces & be useful; hopeful
- Art that integrates with the surrounding environment; not just plopped down; aesthetically-pleasing and to scale
- Do cool and amazing things with art; murals, utility boxes, benches
- Provide opportunities for community to get involved
- Art & creativity is needed to balance focus on technology
- Include exhibit spaces; opportunities to experience & discover the art
- Spend wisely



WHAT DID WE LEARN?



ART IN PRIVATE DEVELOPMENT PROJECTS

	Project	1%	Actual	Actual %
2013	Sunnyvale Business Park	\$76,950	\$92,679	1.20%
	Intuitive Surgical	\$132,904	\$319,904	2.41%
	LinkedIn	\$11,685	\$154,321	1.38%
	307-309 Pastoria	\$64,543	\$86,044	1.33%
	Oakmead Tower	\$78,460	\$85,141	1.09%
	Solstice Apartments	\$26,000	\$103,500	3.98%
2014	Net App	\$188,259	\$592,849	3.15%
	Marriott	\$69,490	\$120,000	1.73%
	Moffett Place	\$1,113,823	\$3,081,960	2.77%
2015	Mercedes Benz	\$64,968	\$96,592	1.49%
2016	Moffett Gateway	\$656,039	\$1,046,472	1.60%
2017	Kilroy Realty	\$512,619	\$924,281	1.80%
2018	Lifestyle Hotel	\$105,364	\$105,500	1.0%
	Moffett Towers II – Phase I	\$838,490	\$1,791,103	2.14%
	Wolfe @ Central	\$963,604	\$1,160,573	1.20%
	Spear Street	\$130,011	\$813,500	6.26%
	Total	\$5,133,209	\$10,574,419	

16 Projects; Average: 2.16%; Median: 1.66%

WHAT IF?

	Project	1%	Actual	1.5%	.5%
2013	Sunnyvale Business Park	\$76,950	\$92,679	\$115,425	\$38,475
	Intuitive Surgical	\$132,904	\$319,904	\$199,356	\$66,452
	LinkedIn	\$11,685	\$154,321	\$167,528	\$55,843
	307-309 Pastoria	\$64,543	\$86,044	\$96,815	\$32,272
	Oakmead Tower	\$78,460	\$85,141	\$117,690	\$39,230
	Solstice Apartments	\$26,000	\$103,500	\$39,000	\$13,000
2014	Net App	\$188,259	\$592,849	\$282,389	\$94,130
	Marriott	\$69,490	\$120,000	\$104,235	\$52,500
	Moffett Place	\$1,113,823	\$3,081,960	\$1,670,735	\$556,912
2015	Mercedes Benz	\$64,968	\$96,592	\$97,452	\$32,484
2016	Moffett Gateway	\$656,039	\$1,046,472	\$984,059	\$328,020
2017	Kilroy Realty	\$512,619	\$924,281	\$768,929	\$256,310
2018	Lifestyle Hotel	\$105,364	\$105,500	\$158,046	\$52,682
	Moffett Towers II – Phase I	\$838,490	\$1,791,103	\$1,257,735	\$419,802
	Wolfe @ Central	\$963,604	\$1,160,573	\$1,445,406	\$481,802
	Spear Street	\$130,011	\$813,500	\$195,017	\$65,006
	Total	\$5,133,209	\$10,574,419		\$2,584,360

9 of 16 projects would have contributed more than 1.5%

QUESTIONS

- Why did the Project Owners choose to exceed their requirements?
 - Added value to their Projects
 - A commitment to Public Art and understanding of placemaking
- Why don't the Project Owners choose the in-lieu option?
- Would a .5% reduction be enough of an incentive for more project owners to choose the in-lieu option?
- Is the in-lieu option sustainable over the years?
- Are there other incentives and/or strategies to distribute siting of artwork or otherwise diversify the Public Art Program?

PROCESS IMPROVEMENTS NEEDED

- Process for allocating existing balance in Public Arts Fund
- Policies should be amended to encourage disbursement of public art throughout the City
- The donations policy should be revised to improve transparency and clarify criteria for processing gifts and loans
- Additional staff capacity to support active implementation of the Master Plan is needed
- Selection panels should be inclusive of professional artists and local community members
- Project selection criteria should be amended to emphasize cultural diversity, inclusion and historical context
- Alternative funding strategies should be explored beyond development fees
- A database of approved local, regional and national artists for public art projects should be developed
- A systematic approach to enhance the existing conservation and maintenance program for the City's public art collection should be developed

HOW DO WE MOVE FORWARD?



COMMUNITY VISION

“We imagine a city where art enriches the daily experience of public spaces, providing accessible opportunities for reflection, serendipity and joyful interaction in an urban environment. We imagine a public arts program that celebrates the diversity of our neighborhoods and pays homage to Sunnyvale’s rich cultural history. We imagine a public art collection of the highest quality, that encompasses a broad range of artistic styles and media—one that creates that sense of place that is uniquely Sunnyvale.”

PRELIMINARY RECOMMENDATIONS

- Amend AIPD requirement to 1.5%, with in-lieu of 1.1%
- Amend AIPP requirement to 1.5%, with .5 for maintenance and program administration
- Invest in the development of strategies to increase visibility of the Public Art Program
 - Mobile app/self-guided tour materials
 - Require community projects and/or workshops to engage community in the development of public art
 - Highlight participatory opportunities in existing programs (Hands on the Arts, State of the City, Library Programs etc)
- Explore alternative funding strategies to augment development/in-lieu fees
 - Partner with other City Departments/Outside Agencies to support and promote art
 - Explore Grant/Donation Opportunities
- Amend current policies to encourage alternatives to traditional public art projects
 - Allow for temporary or interactive artwork

NEXT STEPS



Moving Forward

- Present findings to MPPA Advisory Group
- Present findings to Moffett Park Business Owners
- Present to Parks & Recreation Commission
- Finalize Report & Present to Arts Commission
- Present Final MPPA to Council – April/May



QUESTIONS & REFLECTIONS?