

# City of Sunnyvale Master Plan for Public Art

August 15, 2017



Sunnyvale

The Cultural Planning Group

# Today's Agenda

Introductions

Why Public Art?

Project Goals

Planning Process

Final Plan

Timeline/Next Steps

Discussion

# Introductions



David Plettner-Saunders  
Managing Partner



Linda T. Flynn, PhD  
Partner and Research  
Director



Jerry Allen, Partner  
Lead Consultant

CPG Consulting Team

# Why Public Art?

Creates identity

Expresses community values

Enhances the environment

Transforms a space

Celebrates local history and  
tradition

Questions assumptions



Gordon Huether  
*Tree of Life*, 2003  
Sunnyvale Senior Center



# Project Goals

A new vision for Sunnyvale's public art program:

- Defining sense of place and community vision and aspirations
- Identifying new locations and new ways of engaging with public art
- Funding recommendations and strategies
- Community partnerships

Roberto Salas  
*Lakewood Community Mural, 1991*  
Lakewood Park



# Sunnyvale Planning Process



\* The MPPA Taskforce acts only as an advisory body to the Director for the planning process and is intended to be as inclusive and representative of the Sunnyvale community as possible.





## Community Engagement

### Monday, September 11

Focus Group (Ortega Park)

Community Meeting (Lakewood Park)

### Tuesday, September 12

Focus Groups (Braly, DeAnza and Washington Parks)

Community Meeting (Washington Park)

### Wednesday, September 13

Focus Groups (Senior Center and Library)

Community Meeting (Sunnyvale Community Center)



Carole Feuerman  
*Double Diver*, 2014  
Net App, 1395 Crossman  
Road

# Final Plan Development

Synthesize community engagement and research findings

Develop sense of place statement

Develop strategies and recommendations

Identify potential community partnerships

Develop new policies and guidelines

Draft plan vetted with leadership and community

Final Plan and Workshop



## Timeline/Next Steps

Project Initiation: *June 2017*  
(*completed*)

Community Engagement: *Sept 2017*

Draft Plan: *Oct/Nov 2017*

Final Plan to Taskforce and Arts Commission: *Dec 2017*

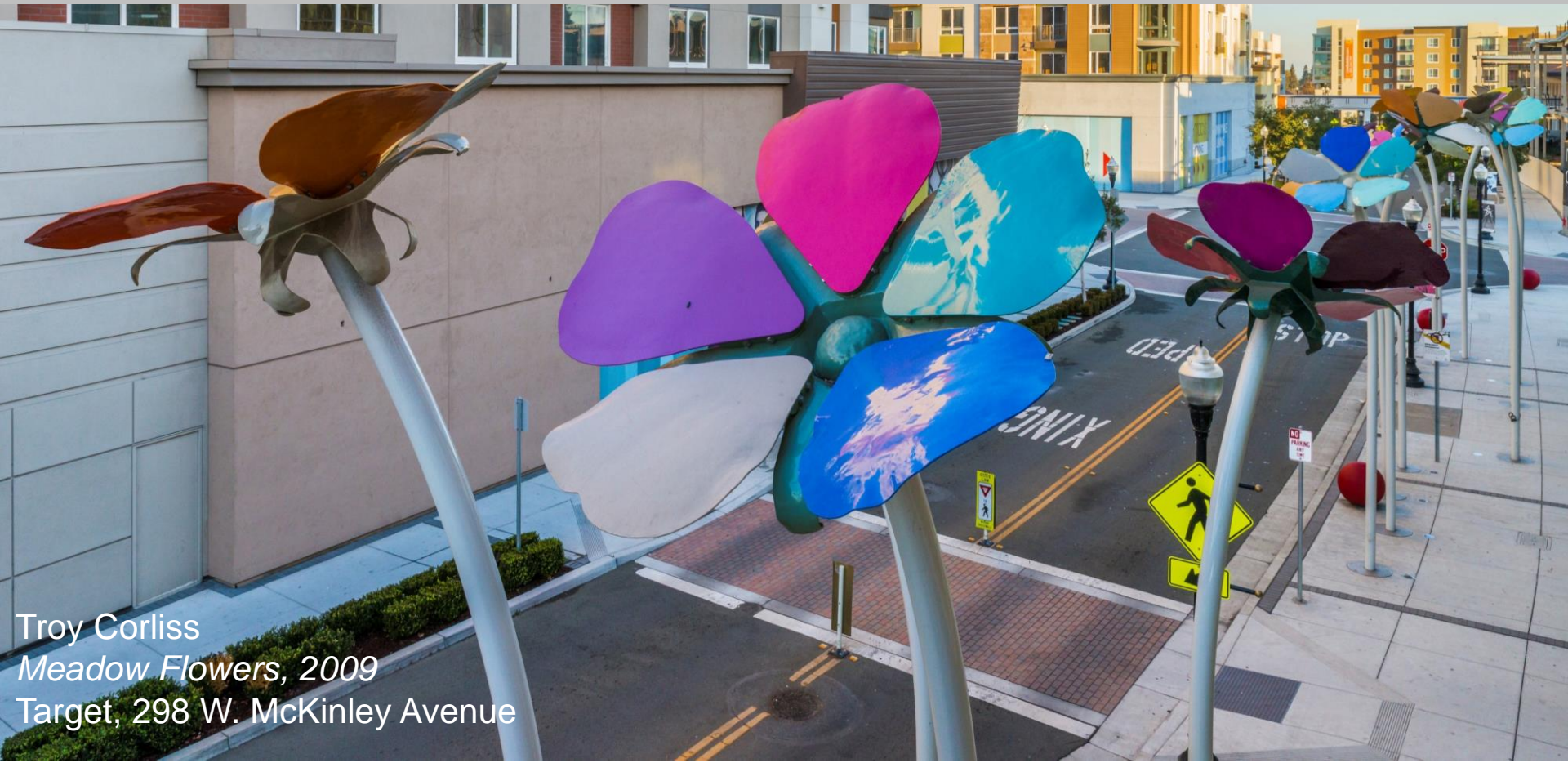
Final Plan to City Council: *January 2018*



# Discussion Topics

What does success look like?

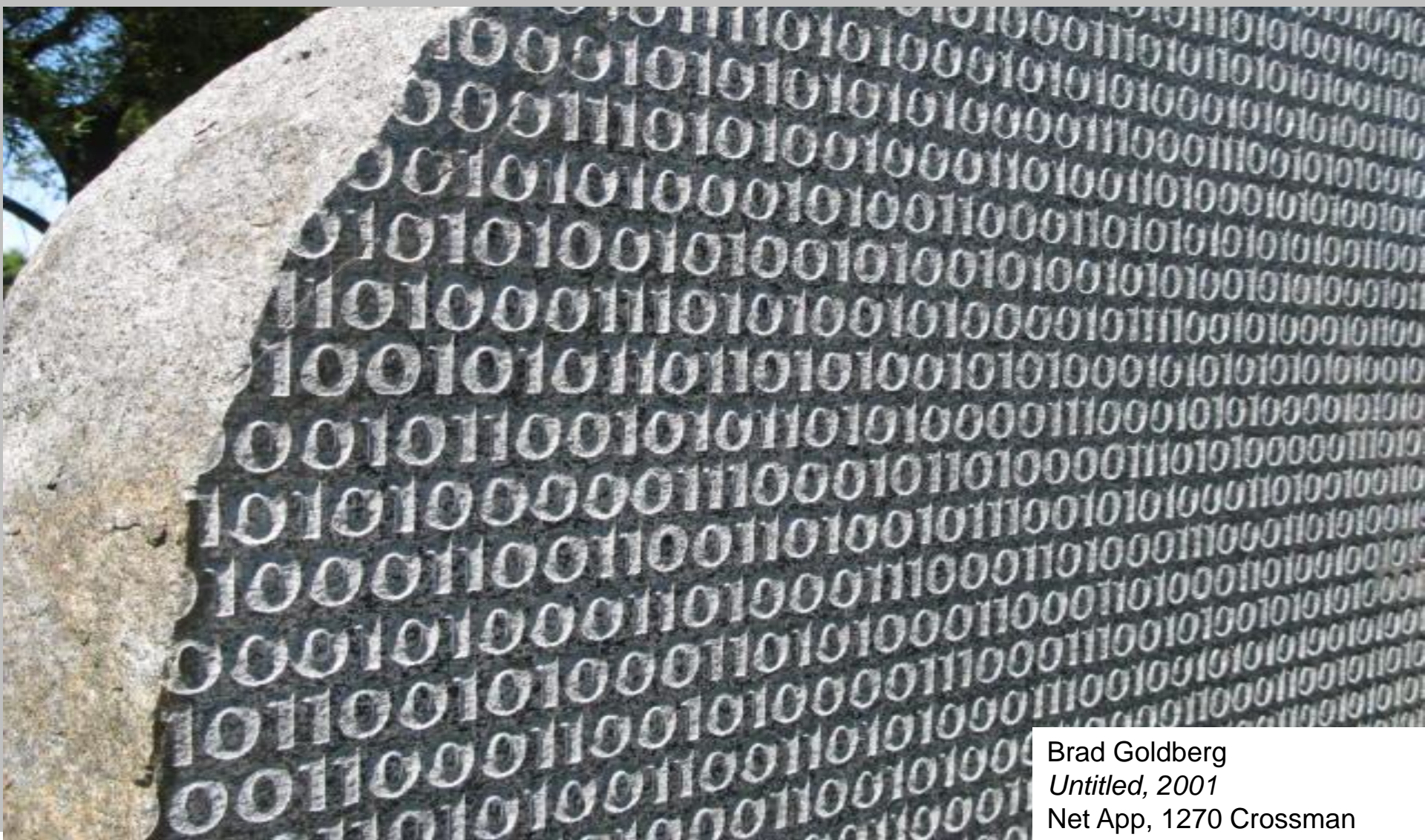
Are their potential places in Sunnyvale you want to see activated with public art?



Troy Corliss  
*Meadow Flowers*, 2009  
Target, 298 W. McKinley Avenue



# Question or Comments



Brad Goldberg  
*Untitled, 2001*  
Net App, 1270 Crossman