



Master Plan for Public Art

Preliminary findings and recommendations

City of Sunnyvale
June 2019



Overview

- What is Sunnyvale's Public Art Program?
- Why a Master Plan?
- How was the Plan developed?
- What did we learn?
- Recommendations
- Next steps



Sunnyvale Public Art Program - Est. in 1983

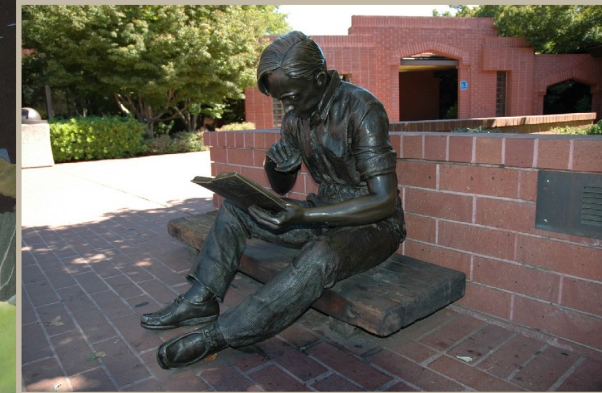


Public Art Fund

- Balance as of Dec. 2018 (approx. \$460,000)
- Requires funds be spent on the commission of physical artworks in public spaces.
- Does not currently have a clearly defined vision or criteria guiding how to allocate funds.
- Current policies and procedures require revisions to mirror what the community wants for their public art programs.

Art in Public Places

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



Art in Private Development

- 78 pieces owned and maintained by private parties
- 1% of development project funds
- Art on site or in-lieu (in-lieu 1.1%)

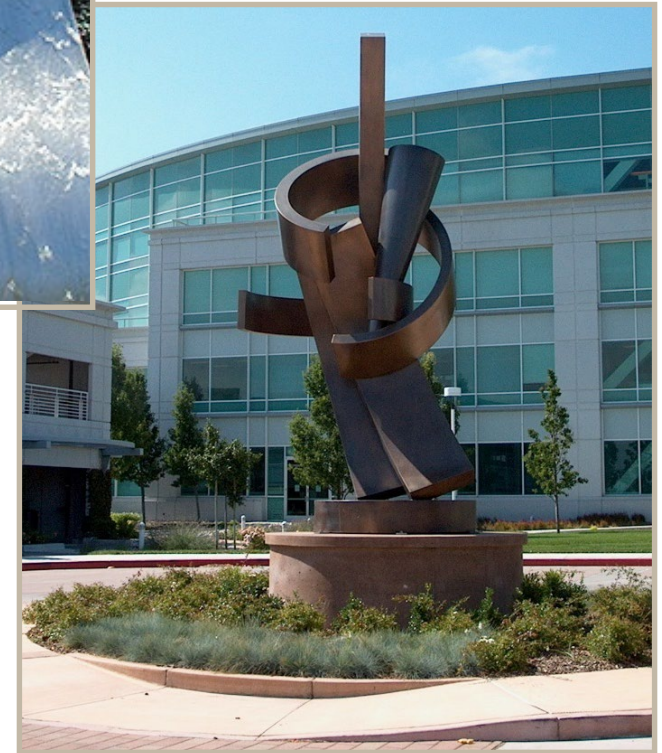


Why a Master Plan?



A Master Plan is...

- A policy statement reflecting the community's **VISION** for public art
- A **PROCESS** translating the vision into action
- The **FRAMEWORK** for increasing, prioritizing and allocating the Public Art Fund



Engagement Process Objectives

- Bring together multiple viewpoints to inform the Master Plan for Public Art
- Create legitimacy and a sense of shared responsibility for the Plan
- Cultivate new partnerships and collaborations
- Stimulate broad awareness of, and momentum for, Plan implementation



Plan Development Engagement Opportunities



- Cultural Planning Group (CPG)
- 9-member MPPA Taskforce
- 10 Focus Group Meetings
- 20 Stakeholder Meetings
- 2 At-Large Community Meetings
- 6 Pop-Up Events
- 750+ Online Surveys

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 a sense of place that is uniquely Sunnyvale.

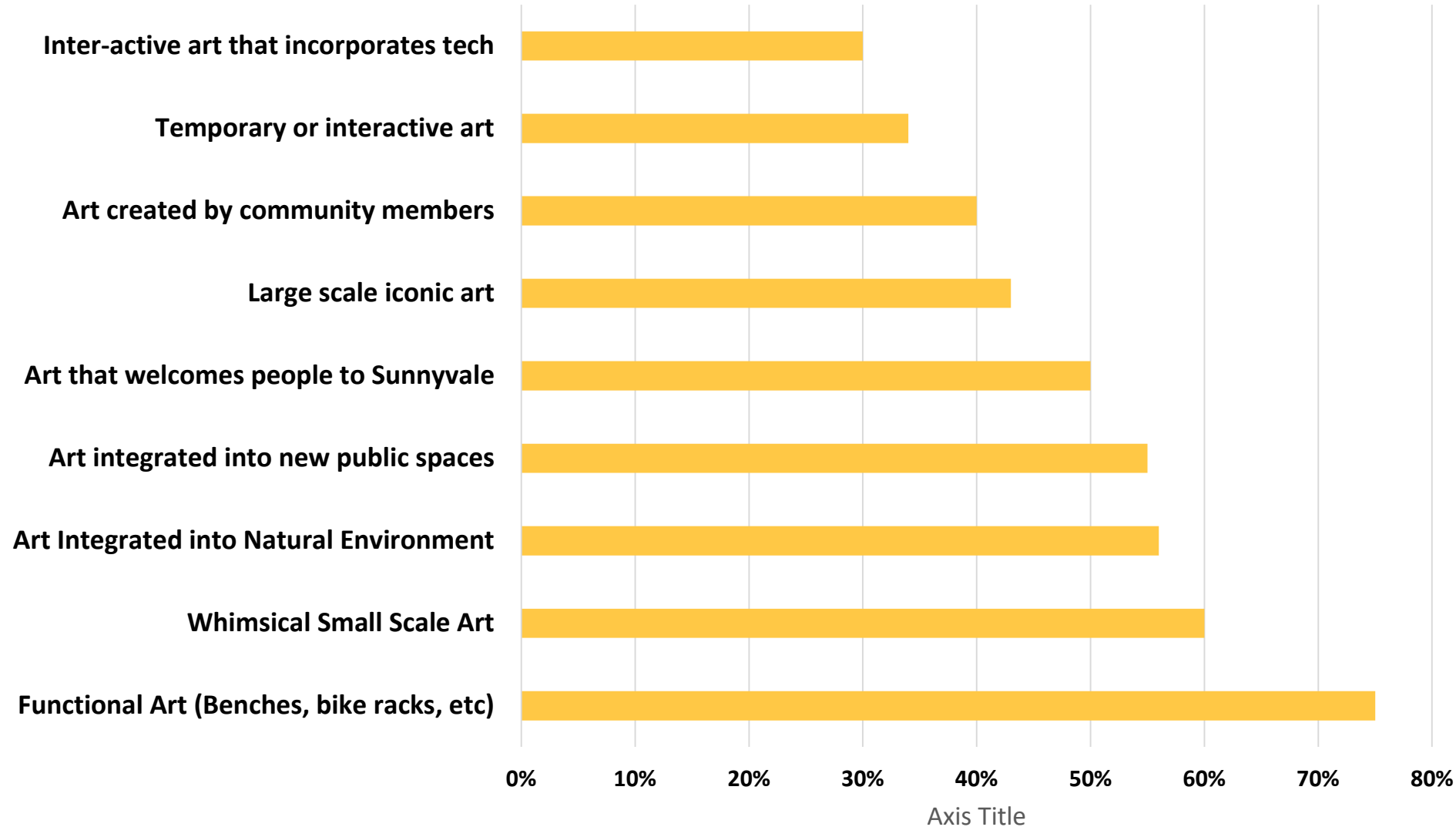
What Did We Learn?



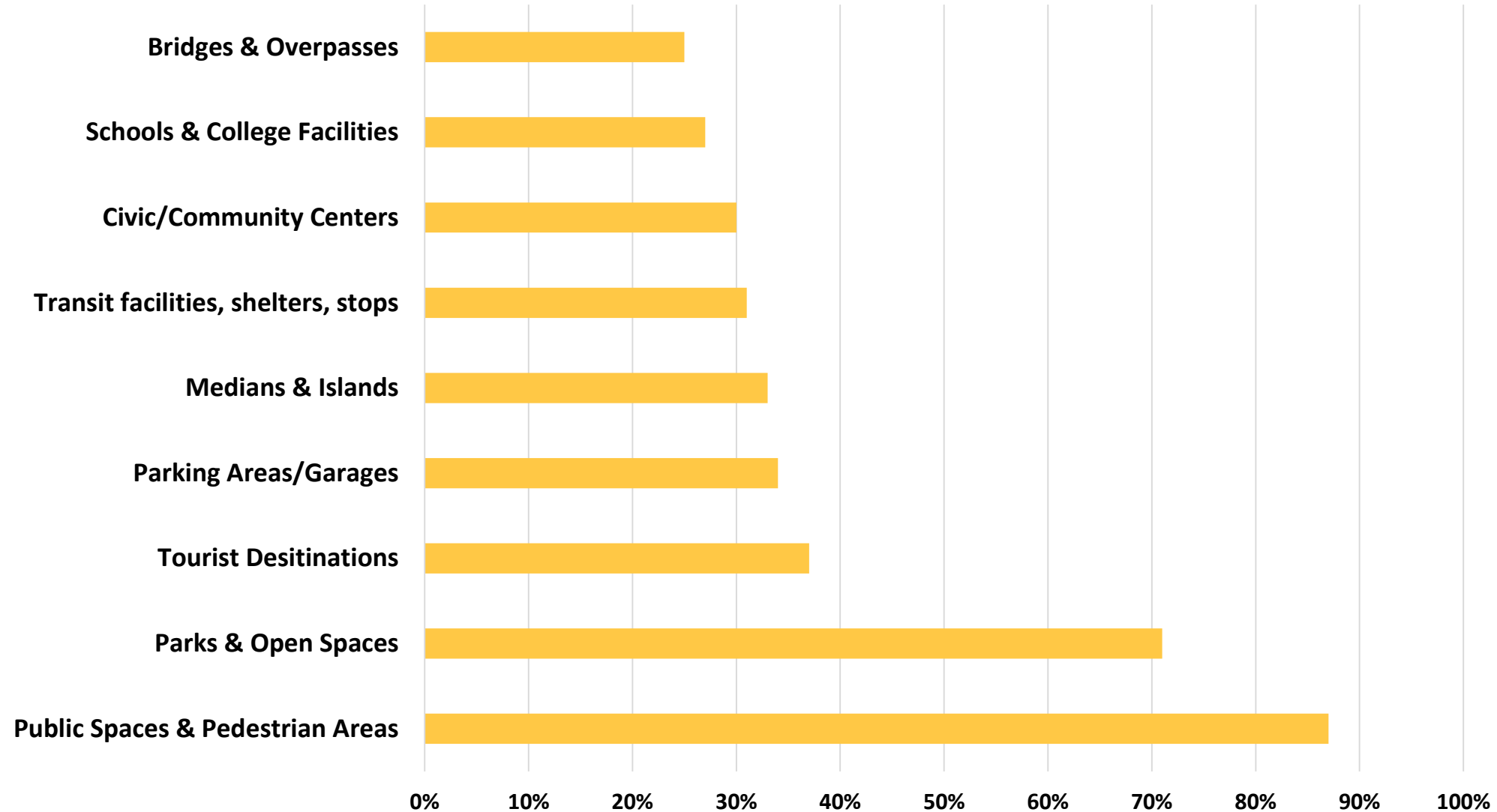
Sunnyvale Defined



What Type of Public Art Do You Wish To See?



What Are the Most Important Places For Art?



What makes Sunnyvale unique?

- **Diversity & inclusion**
- **Evolution from small town to technological hub**
- **Clean parks and high-quality community programs**
- **Great place to live and raise a family**
- **Sense of community – It's safe!**
- **Well-run city, great schools, historic downtown**
- **Nothing – it is boring!**



Telling the Story



Art in Private Development Trends



2013 – 2018

- 16 projects completed
- Projects averaged 2.16%
 - ◆ 6 approx. 2% – 4%
 - ◆ 4 approx. 1.5% – 1.8%
 - ◆ 6 approx. 1.1 – 1.4%

How Do We Compare?

Year	Program	Population	Public Art Percent	Details for Public Art Projects (Municipal)	Private Development	Details for Private Development Projects	Maintenance Program
2009	Cupertino, CA City of Cupertino Fine Arts Commission	58,302	Yes	1% for first \$100 million and \$ 0.09% thereafter	Yes	1% for first \$100 million and \$ 0.09% thereafter OR 1.25% in-lieu fee.	No
2016	Los Altos, CA City of Los Altos	30,561	Yes	2% on site	Yes	1% on site OR 1% in-lieu fee	N/A
N/A	Mountain View, CA City of Mountain View	80,447	Yes	1% > \$1 million	No	1% on site OR 1% in-lieu fee	0.05% of the required expenditure is aside for administrative and maintenance costs per project.
2013-2015	Palo Alto, CA City of Palo Alto	66,649	Yes	1% of eligible capital improvement OR 1% in-lieu	Yes	1% on site OR 1% in-lieu fee	N/A
1984	San Jose, CA City of San Jose Office of Cultural Affairs	1,000,000	Yes	1% of eligible capital improvement	No	2% of redevelopment agency's capital improvement budget	No
	Santa Clara, CA City of Santa Clara	116,468	No	N/A	Yes	1% on site OR 1.1% in-lieu fee	\$8,200 budgeted for yearly cleaning. Restoration is as needed and funded through the general fund.
	Sunnyvale, CA City of Sunnyvale Arts Commission	153,389	Yes	1% of eligible capital improvement OR 1.1% in-lieu fee	No	N/A	
	Alameda, CA Alameda County Arts Commission	1,663 Million	Yes	2% of total Capital Improvement Project	No	N/A	

- Most cities in Santa Clara County are 1% except Los Altos
- Some cities in California have gone to 2% - primarily for public projects

Preliminary Plan Objectives

1. Revise policies and procedures and clearly define the vision to activate the Public Art Fund.
 - Increase the required allocation for Art in Private Development and Art in Public Places from 1% to 1.5%, while maintaining the 1.1% in-lieu option for Art in Private Development.
2. Improve the Art Loans and Gifts review process.
3. Provide appropriate recognition to private developers for their contributions to the Public Art Fund.
4. Broaden the scope of the Art in Public Places programs.

Preliminary Plan Objectives

5. Enhance the management of Public Art programs.
6. Increase the involvement of the Arts Commission in Public Art programs.
7. Increase the visibility of the City's public art collection and private development artworks.
8. Incorporate a systematic approach to the conservation and maintenance program of the City's Public Art collection.

Preliminary Plan Objectives Presentations

- Arts Commission – Feb. 25, 2019
- Moffett Park Business Owners – March 11, 2019
- Master Plan for Public Art Taskforce – March 26, 2019
- Business/Developer Stakeholders – March 29, 2019
- Parks and Recreation Commission – April 10, 2019



Recommendations

1. Approve the (Final Draft) Master Plan for Public Art.
2. Amend Municipal Code Art in Private Development to increase the required Public Art allocation for private development projects from 1% to 1.5% of permit valuation. Art in Private Development projects will retain the current in-lieu fee (1.1 %) to incentivize the in-lieu fee option.
3. Amend Council Policy Art in Public Places to increase the required Public Art allocation for capital projects from 1% to 1.5%.
4. Amend Council Policy Art Loans and Gifts to improve the review process.

Next Steps

- Finalize Plan
- Present final Plan to Arts Commission (July/Aug)
- Present final Plan to Council (Aug/Sept)
- Implement Short Term Objectives
- Evaluate Plan for continuous improvement



Questions?

