



Sunnyvale

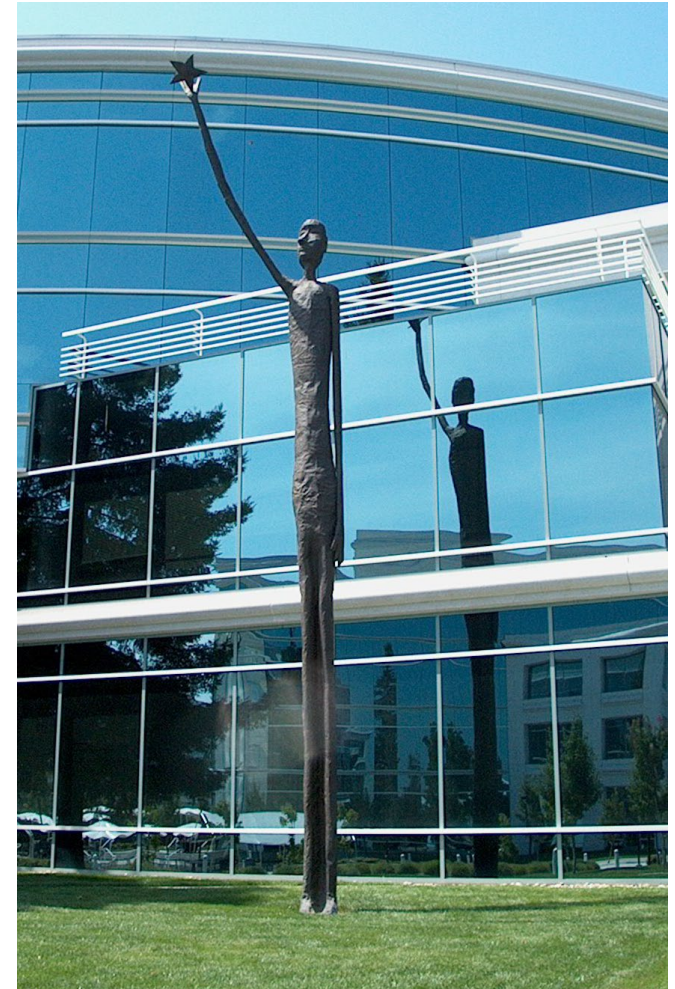
Master Plan for Public Art

City of Sunnyvale
Planning Commission
September 28, 2020



Overview

- Sunnyvale's current Public Art Program
- Master Plan Process
- Master Plan Objectives
- Ordinance Amendment Recommendation



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%)



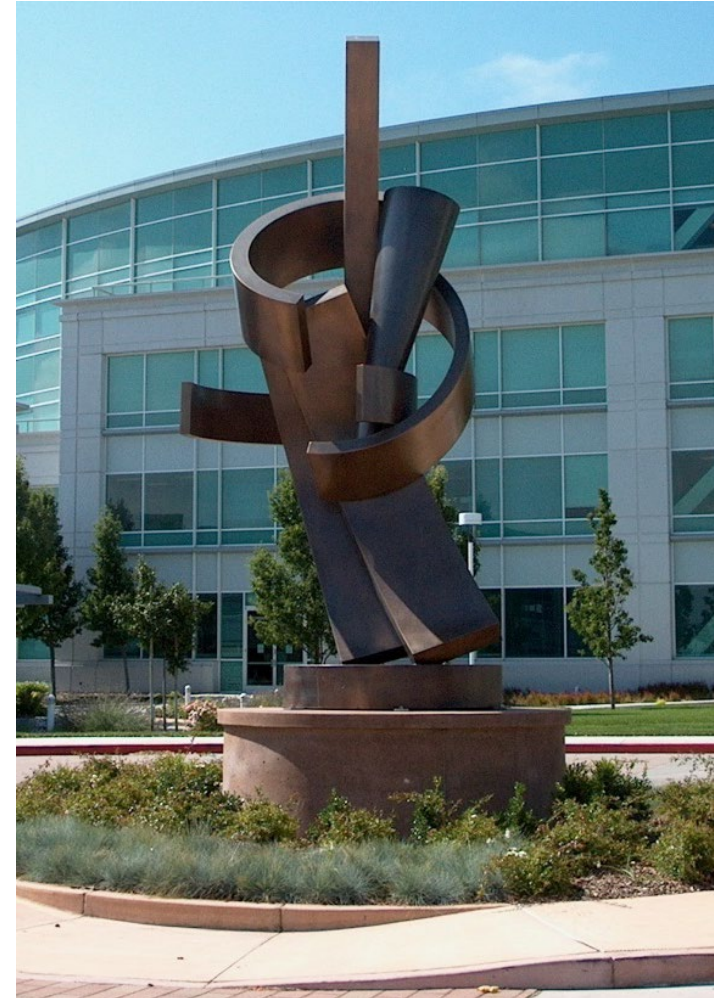
Master Plan for Public Art

- Provide Council with strategies and funding 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

- Community engagement-2016-2017
- Staff refined consultant report-2018
- City Council Study Session-June 2019
- City Council Study Session-August 2020
- Arts Commission-September 2020
- Planning Commission-September 2020
- City Council-October 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.

Preferred Implementation Option

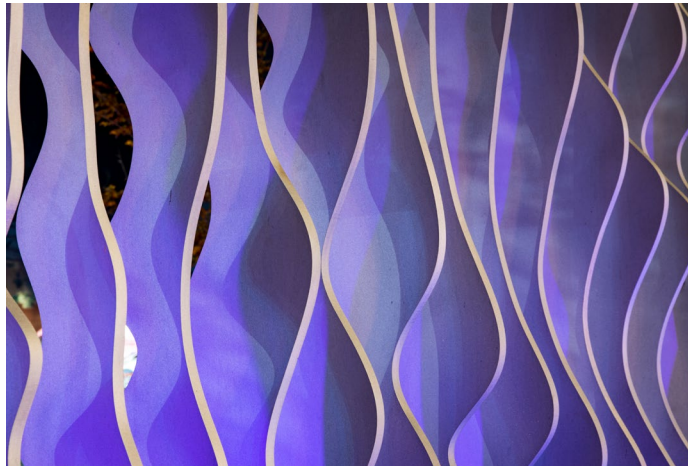
2. Expand Public Art through increased Art in Private Development in-lieu fee incentives

- a. Increasing the art requirement percentage to 1.5% while maintaining the current in-lieu fee of 1.1%



Art in Private Development Trends (2013-2019)

- 26 total projects required Public Art
- 18 of 26 projects opted to place art on-site
- Average art percentage was 2.11%, and the median was 1.66% per project
- 10 projects spent above 1.5%, highest spending 6.26%



Recommendation

- Recommend that City Council introduce an Ordinance Amending Sunnyvale Municipal Code Chapter 19.52 (Art in Private Development) to increase the Percentage for Art Requirement from 1% to 1.5%



Next Steps

1. September 28th – Planning Commission reviews the ordinance amendment and makes recommendation to Council
2. October 27th – Council scheduled to approve
 1. MPPA
 2. Sunnyvale Municipal Code amendment
 3. Public Art Fund project proposal