



City of Sunnyvale

Agenda Item

20-0318

Agenda Date: 9/16/2020

REPORT TO ARTS COMMISSION and PLANNING COMMISSION

SUBJECT

Arts Commission Recommendation that the City Council (1) Approve the Master Plan for Public Art; and (2) Introduce an Ordinance Amending Municipal Code Chapter 19.52 (Art in Private Development) to Increase the Percent for Art Requirement from 1% to 1.5%, Implementing Option 2A of the Public Art Master Plan.

Planning Commission Recommendation that the City Council Introduce an Ordinance Amending Municipal Code Chapter 19.52 (Art in Private Development) to Increase the Percent for Art Requirement from 1% to 1.5%, Implementing Option 2A of the Public Art Master Plan.

REPORT IN BRIEF

In April 2017, the Cultural Planning Group was hired to lead a community engagement process and develop a set of recommendations based on public input to update the City's Master Plan for Public Art that was originally developed in 1982. This report presents the community engagement findings and provides the recommendations built upon those findings that form the core of Sunnyvale's new Master Plan for Public Art (Attachment 3 - Final Draft Master Plan for Public Art). These findings and four funding options were presented to Council in a Study Session on August 25, 2020. Based on general feedback, Council supported implementation of Option 2A, which increases the value of required artwork in the Art in Private Development program from 1.0 percent to 1.5 percent of project construction valuation and maintains the in-lieu option at 1.1 percent to incentivize Public Art Fund contributions.

The Arts Commission is being asked to review and recommend approval of the Master Plan for Public Art, and the proposed amendments to Chapter 19.52 of the Sunnyvale Municipal Code, which will implement Option 2A of the Plan.

Because implementing Option 2A requires an amendment to the Zoning Code, the Planning Commission must review and provide a recommendation to the Council on the proposed changes to Sunnyvale Municipal Code Chapter 19.52.

Along with approval of the Master Plan, staff will also be bringing to Council an initial activation plan for the Public Art Fund during the FY 2020/21 Project Budget Cycle. The first project, for which \$50,000 will be requested when this report goes to Council, is Utility Box Art, which was one of the most requested programs by the community and Arts Commission. Projects will follow the same review and approval process as public art capital projects; Arts Commission's review and recommendation to Council for final approval.

BACKGROUND

Following a 1982 Charter review process, the City of Sunnyvale established an Arts Committee and

20-0318

Agenda Date: 9/16/2020

the original Public Art Master Plan. In 2002, two accounts were established to capture and account for art in-lieu fees from private development projects to be used for the purchase and maintenance of artwork and to support art projects for public facilities and open spaces. For the purposes of discussion, this report refers to these accounts together as the “Public Art Fund.”

Currently, the Public Art Fund has approximately \$500,000 from donations, in-lieu fees, and earned interest. A 2012 study issue of the Art in Private Development in-lieu fee program recommended that a Master Plan for Public Art be developed (Attachment 2 - RTC No. 12-187: Art in Private Development In-lieu Fee Program Study). The goal of the plan was to broaden the scope of public art programs, address community vision for public art and provide guidance for allocating existing and future Public Art funds. The Department of Library and Recreation Services (LRS) was tasked with completing the planning process and developing a Master Plan for Public Art. Due to staff turnover in key positions the project was deferred until 2017.

In April 2017, the Cultural Planning Group was hired to lead a community engagement process and develop a set of recommendations based on public input during the community engagement process. These recommendations were intended to help staff create a final City of Sunnyvale Master Plan for Public Art.

This report presents the community engagement findings and provides the recommendations built upon those findings that form the core of Sunnyvale’s Master Plan for Public Art (Attachment 3 - Final Draft Master Plan for Public Art). These findings and recommendations were originally presented to Council in a Study Session on June 18, 2019. Based on general feedback at that session, staff refined the Plan and included final recommendations for public art objectives and strategies as well as options for funding implementation, including: (1) maintaining the current public art requirements for developers, (2) modifying the percentages required for art by developers, and (3) utilizing the City Council’s service level set-aside to provide additional resources to implement Plan strategies.

At a second Council Study Session on August 25, 2020, a majority of Council supported implementation of Option 2A, which increases the value of required artwork in the Art in Private Development program from 1.0 percent to 1.5 percent of project construction valuation and maintains the in-lieu option at 1.1 percent to incentivize Public Art Fund contributions.

The Arts Commission is being asked to review and recommend approval of the Master Plan for Public Art, and the proposed amendments to Chapter 19.52 of the Sunnyvale Municipal Code, which will implement Option 2A of the Plan by increasing the percent for art requirements in private development from 1% to 1.5%

Because implementing Option 2A requires an amendment to the Zoning Code, the Planning Commission must review and provide a recommendation to the Council on the proposed changes to Sunnyvale Municipal Code Chapter 19.52.

City Council is scheduled to consider this item on October 27, 2020.

EXISTING POLICY

Council Policy 6.04.01 Arts - Goals and Policies (Policy A.1, A.2, B.3, E.1.)

Council Policy 6.04.02 Art Loans and Gifts

20-0318

Agenda Date: 9/16/2020

Council Policy 6.04.04 Art in Public Places
Municipal Code Chapter 19.52 - Art in Private Development
General Plan, Chapter 4, Community Character - Design (Policy CC 1.1, 1.1c, 1.1d, 1.4,
1.8a/b/c/d/e/f, 6.1, 9.1, 9.1c)

ENVIRONMENTAL REVIEW

The proposed approval of the Public Art Master Plan is not, by itself, a “project” pursuant to CEQA Guidelines 15378 since it does not result in a physical change in the environment. Rather, the Master Plan identifies a series of policy recommendations and implementation strategies, which include, in part, recommendations/strategies for public artwork and related physical improvements. However, future physical improvements identified in the Master Plan will require further discretionary decisions by the City prior to implementation which would be subject to project-level environmental review, as necessary and subject to funding, timelines, and details which are not yet known. Further, many of the recommendations for physical improvements included in the Plan can be categorized as minor alterations of existing facilities, new small structures, minor alterations to land, and/or accessory structures. Such improvements will be analyzed on a case-by-case basis, but will likely be categorically exempt from CEQA pursuant to State CEQA Guidelines Sections 15301 (Class 1 - Existing Facilities), 15303 (Class 3- New Construction or Conversion of Small Structures), 15304 (Class 4- Minor Alterations to Land), and/or 15311 (Class 11 - Accessory Structures).

Adoption of the Ordinance amending Sunnyvale Municipal Code Chapter 19.52 to increase the percent-for-art requirement is exempt from the requirements of the California Environmental Quality Act (CEQA), California Code of Regulations, Section 15061(b)(3), in that it is not a Project which has the potential for causing a significant effect on the environment.

DISCUSSION

For decades, Sunnyvale has supported the arts and the benefits art provides to the community. In the early 1970’s, when the community expressed interest in arts programming as part of the Sunnyvale Community Center development, two buildings were dedicated to the arts: the Sunnyvale Theatre and the Creative Arts Center. In addition to these facilities, the City dedicates 4.5 full-time staff to delivering arts programs and services at an annual total cost of \$1.3 million, which includes: dance, theater, visual and digital art, pottery, music and special events. These programs are funded by the General Fund.

Sunnyvale’s Public Art program plays a vital role in the design and visual landscape of the community. Sunnyvale’s current public art program includes two components: Art in Public Places and Art in Private Development. The Art in Public Places program includes 62 sculptures, murals, tapestries, stained glass and paintings funded through capital project allocations, donations and general funds.

The Art in Private Development program currently requires dedication of one percent of the construction valuation of non-residential development projects to public art in order to enhance the city’s visual and aesthetic quality and to mitigate any undesired and potentially deleterious sense of uniformity and loss of human scale and orientation. Commercial developers can choose to incorporate art into their projects or contribute an in-lieu fee of 1.1 percent to the Public Art Fund. The Art in Private Development program has led to the creation of 83 artworks owned and maintained by private parties with the in-lieu fee option generating approximately \$500,000 to the Public Art Fund.

1. Overview of Master Plan for Public Art (Arts Commission Recommendation and Planning Commission Information)

The Master Plan for Public Art is a cohesive strategy reflecting the values and vision of the community, designed to improve the effectiveness of these public art programs. As Sunnyvale's demographics and arts landscape continue to evolve, a public art master plan will guide use of public dollars and create a unique City identity supporting economic, educational and quality of life initiatives. The Master Plan for Public Art is a comprehensive planning document providing a framework with specific goals and resource allocation procedures to guide short and long-term decision-making for public art.

Community Engagement

To understand the interests and priorities of the community, the Master Plan for Public Art process began with extensive community outreach and engagement. The process was designed to: bring together multiple viewpoints; create legitimacy and a sense of shared responsibility for the Master Plan; cultivate new partners and collaborations; and stimulate broad awareness of, and momentum for, implementation of the Plan.

Community members, business representatives and key City staff were asked to share their sense of Sunnyvale's culture, what makes Sunnyvale unique, and what they considered to be Sunnyvale's favorite gathering places and public art pieces. Through focus groups, stakeholder meetings and surveys, participants were asked to provide feedback regarding the Master Plan for Public Art, including public art programs, art projects and preferred locations.

- Stakeholder Meetings - 20 individual interviews with key stakeholders were conducted, including: City of Sunnyvale City Manager, Department Directors and Economic Development Manager; Sunnyvale Neighborhood Association President; Sunnyvale Downtown Association Executive Director; Chamber of Commerce President; Heritage Park Museum Director; Sunnyvale School District Superintendent; Moffett Park Business Group President; and local private development representatives.
- Community discussion groups - included a focus group for local artists, three general community meetings and ten focus groups.
- Pop-up meetings - included one "pop-up" style meeting at the 2017 State of the City event, two at the library plaza and three at the Sunnyvale Senior Center.
- Community survey - Online and hardcopy surveys were posted on the City website and Facebook and emailed to 54,366 eNewsletter subscribers. Almost 800 responses were received.
- Arts Commission and City Council Presentations - Presentations were made at the August 15, 2017 joint study session with the City Council and Arts Commission.
- Taskforce - A nine-member committee was convened to advocate for community participation in the engagement and planning process, promote public art and its value in the community, think critically about the City's cultural life and convey opinions and feedback from their networks to staff.

Key Findings

Overall, development of a Master Plan for Public Art was well received by residents, stakeholders

20-0318

Agenda Date: 9/16/2020

and business owners. Stakeholders felt the Plan should address:

- Lack of education about existing and future artworks: survey respondents were not aware of public art programs, including the Art in Private Development Program where art locations are predominately in industrial areas unknown to residents.
- Type of Art: The community engagement results indicated the community prefers functional art (75 percent), whimsical small-scale art (60 percent); art integrated into the natural environment (56 percent); art integrated into public buildings/facilities (55 percent); and art that welcomes people to Sunnyvale (50 percent).
- Locations for Public Art: Participants want to see art in their own neighborhood and would like to see rotating and temporary installations. The most important locations were public spaces and pedestrian areas (87 percent) and parks and open spaces (71 percent). Specific locations include downtown, Plaza del Sol, libraries and parks, train stations and bus stops, neighborhood and city gateways, and the new civic center.

Vision Statement

A key element developed to respond to the community engagement findings was a vision statement describing what the Master Plan for Public Art would achieve for Sunnyvale:

“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 celebrating the diversity of our neighborhoods and paying homage to Sunnyvale’s rich cultural history.

We imagine a public art collection of the highest quality, encompassing a broad range of artistic styles and media-one that creates a sense of place that is uniquely Sunnyvale.”

Implementation Options

Overall program implementation is based on approved funding levels, organizational capacity, project scope and community interest. Four implementation options were developed to prioritize the Master Plan for Public Art objectives and program deliverables while considering estimated initial and annual costs. Consideration of Implementation Options 3 and 4 have been placed on hold as they are not currently financially viable in light of the COVID-19 pandemic and its impact on revenues to the City’s General Fund. They remain in the Master Plan for Public Art and may be considered if they become realistic opportunities to expand the scope of public art activities in Sunnyvale.

Master Plan for Public Art Objectives:

1. Broaden the scope of public art programs.
2. Enhance 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 the public and private art in Sunnyvale.
5. Incorporate a systematic approach to conservation and maintenance of the City’s public art collection.
6. Update Sunnyvale codes, policies and procedures to align with the Master Plan for Public Art.

20-0318

Agenda Date: 9/16/2020

Implementation strategies for the six objectives include community gateways, a sculpture park, reactivation of gallery spaces, ongoing art workshops and lectures, a website and self-guided tour dedicated to Sunnyvale's public art, and more.

Master Plan for Public Art Implementation Options

Option 1. Maintain current Art in Private Development in-lieu fees and General Fund contribution:

- ◆ Continues current activity level
- ◆ Creates a process to allocate the Public Art Fund balance

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

- ◆ Provides for additional activities by increasing the incentive for developers to select the in-lieu fee option for Art in Private Development by either:
 - A. Increasing the art requirement percentage to 1.5 percent while maintaining the current in-lieu fee of 1.1 percent, OR
 - B. Maintaining the current art requirement percentage of 1 percent while lowering the in-lieu fee option to 0.75 percent

Both Options 2A and 2B would increase the dollars available for public art, but the funding would remain unpredictable, resulting in projects being completed as funding becomes available. Additionally, due to legal restrictions on the use of the Public Art Fund, only projects resulting in physical art are eligible.

The following options were included in the Public Art Master Plan but would require additional funding from the City's General Fund. The adopted 2019/20 budget included a General Fund Service Level Set-aside which would allow service enhancements as program needs arose and were approved by City Council. Future funding for the Lakewood Branch Library and Learning Center is an example of funding that has already been allocated from the Service Level Set-aside. Additional funding for arts programming could have also been considered. However, after the COVID-19 Pandemic hit, revenue reductions resulted in elimination of the uncommitted Service Level Set-aside from the 2020/21 budget and beyond. As a result, funding for consideration of Options 3 and 4 is not available at this time.

Option 3. Expand Public Art through increased General Fund contribution

- ◆ All of Option 1
- ◆ Broaden scope, enhance and implement systematic approach of public art programs,

Option 4. Expand Public Art through increased Art in Private Development in-lieu fees AND increased General Fund contribution

- ◆ Options 1 through 3

2. Amendment to Sunnyvale Municipal Code Chapter 19.52 to Increase the Percent-for-Art Requirement (Arts and Planning Commission Recommendations)

If the Master Plan and Implementation Option 2A are approved, Sunnyvale Municipal Code Chapter 19.52 (Art in Private Development), must be amended to implement the increase from 1% to 1.5% for

20-0318

Agenda Date: 9/16/2020

art in private development projects (Attachment 4 - Redline Ordinance: Sunnyvale Municipal Code Chapter 19.52 (Art in Private Development)).

Staff is not currently recommending modification to Council Policy 6.04.04 Art in Public Places (Attachment 5), which requires dedication of 1% of construction funds for municipal construction projects for art. Council can reconsider this Policy at any time.

Staff also suggests a clarification to the provisions related to the plaque requirement. Sunnyvale Municipal Code Section 19.52.070 (d) currently states that "Information [on a plaque] is limited to the date, title and artist." In practice, this is the minimum amount of information staff and the Arts Commission typically recommend for a plaque; short descriptions of the work or artist statements are often included and desirable to inform the public. Therefore, staff recommends a minor amendment to clarify that plaque information include at least the date, title, and artist, rather than limit plaque information to those items.

3. Next Steps for Public Art Fund Activation (Information-Only for Arts and Planning Commissions)

Along with approval of the Master Plan, staff will also be bringing to Council an initial activation plan for the Public Art Fund during the FY 2020/21 Project Budget Cycle. Staff will identify public art projects that maximize the City's return on investment while minimizing on-going maintenance and unfunded liabilities. Some of the projects can be taken directly from the Master Plan, and some projects will be recommended based on general feedback identified through community dialogue and Arts Commission meetings. The first project for which \$50,000 will be requested when this report goes to Council is Utility Box Art, which was one of the most requested programs by the community and Arts Commission.

Projects will follow the same review and approval process as public art capital projects; Arts Commission's review and recommendation to Council for final approval.

FISCAL IMPACT

Revenues generated related to funding Public Art, including in-lieu developer fees, are unpredictable and have specific restrictions. Development supported Art in Private Development is subject to changes in the economy, not knowing if a developer will choose the in-lieu option, and/or the amount those projects would contribute to the Public Art Fund. Additionally, projects and programs that do not meet the threshold requirement for Public Art (either temporary or permanent) are not required to pay in-lieu fees. In-lieu developer fees are one-time revenues and, in many cases, cannot be allocated for delivering ongoing services such as: staffing and administration of public art programs, gallery and exhibit operations, public art website and publicity development, workshops, curriculum and tour development. Currently the Public Art Fund has a balance of approximately \$500,000.

Costs for implementation of the Master Plan for Public Art are detailed in the Plan document. Option 1 includes estimated initial costs of \$13,000 and estimated annual costs of \$8,500. Option 2A or 2B would affect fees generated from Private Development into the Public Art Fund, but not affect the General Fund.

Staff time allocated to the Art in Private Development program will not be affected, as permit fees associated with these projects have already been established and are adjusted on an annual basis

20-0318

Agenda Date: 9/16/2020

and include support for staff time required to implement that program.

PUBLIC CONTACT

Public contact was made through posting of the Art Commission and Planning Commission agendas on the City's official-notice bulletin board, on the City's website and the availability of the agenda and report in the Office of the City Clerk.

ALTERNATIVES

Arts Commission Recommendation to City Council:

1. Approve the Master Plan for Public Art and introduce an ordinance amending Sunnyvale Municipal Code Chapter 19.52 (Art in Private Development) to increase the percent for art requirement from 1% to 1.5%, implementing Option 2A of the Master Plan.
2. Allocate \$50,000 from the Public Art Fund to implement a Utility Box Art project.
3. Do not recommend approval of the Public Art Master Plan or introduction of an ordinance amending Sunnyvale Municipal Code Chapter 19.52 (Art in Private Development) to implement Option 2A of the Master Plan.

Planning Commission Recommendation to City Council:

1. Introduce an ordinance amending Sunnyvale Municipal Code Chapter 19.52 (Art in Private Development) to increase the percent for art requirement from 1% to 1.5%, implementing Option 2A of the Master Plan
2. Do not recommend introduction of an ordinance amending Sunnyvale Municipal Code Chapter 19.52 (Art in Private Development) to implement Option 2A of the Public Art Master Plan.

RECOMMENDATION

Arts Commission Recommendation: Alternatives 1 and 2, Approve the Master Plan for Public Art and introduce an ordinance amending Sunnyvale Municipal Code Chapter 19.52 (Art in Private Development) to increase the percent for art requirement from 1% to 1.5%, implementing Option 2A of the Public Art Master Plan; and Allocate \$50,000 from the Public Art Fund to implement a Utility Box Art project.

Planning Commission Recommendation: Alternative 1, introduce an ordinance amending Sunnyvale Municipal Code Chapter 19.52 (Art in Private Development) to increase the percent for art requirement from 1% to 1.5%, implementing Option 2A of the Public Art Master Plan.

Prepared by: Kristin Dance, Recreation Services Coordinator II

Prepared by: Trenton Hill, Recreation Services Manager

Reviewed by: Damon Sparacino, Superintendent of Recreation Services

Reviewed by: Cherise Brandell, Director of Library and Recreation Services

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

ATTACHMENTS

1. Reserved for Report to Council
2. RTC No. 12-187: Art in Private Development (AIPD) In-Lieu Fee Program Study,
3. Final Draft Master Plan for Public Art

20-0318

Agenda Date: 9/16/2020

4. Draft Ordinance Amending Sunnyvale Municipal Code Chapter 19.52 (Art in Private Development)
5. Council Policy 6.4.4 Art in Public Places

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Council Date: August 14, 2012

**SUBJECT: Review Effectiveness of Existing Art in Private Development
In-Lieu Fee Option – Study Issue**

REPORT IN BRIEF

Since the adoption of the Art in Private Development (AIPD) regulation in 1990 and a Council Policy requiring art in public construction projects in 2002, there has been periodic interest in revising specific aspects of the regulation and policy. On February 3, 2012, City Council approved a Study Issue to review the effectiveness of the City's current AIPD regulation, Municipal Code (MC) 19.52 and, specifically, the existing option that allows developers to pay an In-Lieu Fee rather than install artwork at the development site, MC 19.52.100. (Please refer to Attachment A – Study Issue LCS 12-02 Review Effectiveness of Existing Art in Private Development Policies and Practices.) Currently, MC 19.52.100 allows developers to utilize the Art In-Lieu Fee option under limited conditions and upon approval from the Director of Community Development.

This study will reevaluate the City's current emphasis on requiring developers to provide public art at the development site rather than permitting payment of an in-lieu fee to the City's Public Art Fund. (Please refer to Attachment B – Summary of Public Art Fund.) The Public Art Fund is intended to supplement the City's Art in Public Construction Program, as well as other public art projects sponsored by the City.

Additionally, this report incorporates discussion on two items that emerged during the course of developing this Study Issue: 1) the need to clearly define the types of projects that are eligible for funding through the Public Art Fund, and 2) the need to establish a process for deaccessioning art from the City's permanent collection. It is standard practice in museums and government agencies with art collections to have policies to cover both the acquisition of artwork as well as the removal of artwork in the collection. Sunnyvale currently does not have a deaccessioning policy.

BACKGROUND

The City's Art in Private Development (AIPD) Program was initially adopted in 1990. The criteria that triggers the inclusion of public art includes all nonresidential lots over two acres, nonresidential lots located on a major

intersection or thoroughfare of the City, or by means of specific plan, use permit or special development permit.

In-lieu fees were initially considered when the AIPD regulation was adopted into the City's Municipal Code. However, at that time, an emphasis was placed on requiring developers to incorporate public art into their projects as a means of mitigating the sense of uniformity and loss of human scale that often accompanies commercial and industrial development projects.

Since the adoption of the AIPD Program, the ordinance has been amended to strengthen the successes and positive components of the program. In 2002, City Council approved the addition of a requirement to expend 1% of the construction valuation of a qualifying development, including building and tenant improvements, but excluding the cost of land and site improvements. This requirement was established to encourage the selection of public art consistent with the scale and scope of eligible developments. Up until 2002, each developer determined how much to spend on public art.

At the same time, an option for the payment of an in-lieu fee alternative for public art was approved and the Public Art Fund was established to accrue the in-lieu fees. However, in order to emphasize the inclusion of artwork on the development site, limiting conditions were applied to the in-lieu fee option. Only two projects out of 26 have been determined eligible for the in-lieu option. Properties needed to possess at least one of the following conditions in order to qualify for the in-lieu fee waiver:

- an obstructed view corridor from the public right-of-way due to existing landscaping, utility poles or existing buildings on adjacent property;
- lack of an appropriate artwork location near the main entrance or street, either due to lack of space, existing trees and landscaping, required public easements, or existing utility pipes and electrical boxes;
- lack of a publicly visible location for art due to security restrictions;
- lack of adequate space to incorporate public art.

The current Study Issue to reevaluate the existing in-lieu fee alternative was proposed by City Council following a discussion that occurred during interviews with prospective Arts Commission candidates on November 1, 2011. During the course of developing the study issue report, staff also identified a need to further clarify the types of projects that can be funded through the Public Art Fund, priorities for possible art projects and funding, as well as a need to add a formal deaccessioning policy to the Council's Art in Public Construction Policy 6.4.4. A deaccessioning policy establishes the process and criteria for removing pieces from the City's permanent art collection.

EXISTING POLICY

The Sunnyvale General Plan emphasizes the importance of art in the community. A selection of related policies follows:

General Plan Policy CC-1.1: Identify the boundaries of the City with attractive and distinctive features.

General Plan Policy CC-1.8: Provide and encourage the incorporation of art – both functional and decorative – in public and private development.

General Plan Policy CC-1.8a: As non-general fund resources allow – develop a new Master Plan for Public Art.

General Plan Policy 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.

General Plan Policy CC- 4.1: Ensure that Sunnyvale’s public facilities are easily identified, accessible, attractive and representative of the Community’s values and aspirations.

DISCUSSION

Study Issue LCS 12-02 considers the City’s current art in private development policy and municipal code regulation (MC19.52) and, more specifically, the City’s in-lieu fee alternative for private development (MC19.52.100). To prepare this report, staff solicited input from the community regarding the art in private development regulation and existing criteria for utilizing the in-lieu fee alternative. Additionally, staff researched “best practices” from other agencies with art in private development programs. Although the City’s original art in private development ordinance was adopted over twenty years ago, the City has revisited the regulation a number of times over the years, including an in-depth policy study regarding the status, intent and effectiveness of public art policies and practices existing in 2000. The two-year study was undertaken with the goal of maintaining and strengthening the successful and positive components of the existing art in private development program at that time, while offering policy level strategies to strengthen the provision of public art in Sunnyvale.

Sunnyvale’s Art In-Lieu Fee History

Since the adoption of the Art In-Lieu Fee option in 2002, 25 private development projects have been required to include public art under the AIPD Ordinance. Nineteen of those projects have completed the installation of artwork on private development sites and four projects have received Arts Commission approval on their public art proposal. The four artworks are still in varying stages of fabrication and installation. Of the total 26 projects, only two were eligible for the in-lieu fee option. Approximately \$6,000 of the \$124,000 principal contributed by the two projects in the Public Art Fund was then used

to design and fabricate a public art piece that was installed at the Columbia Neighborhood Center in 2007. The sculpture was created by Columbia Middle School students participating in the City-sponsored Art Apprenticeship Program. Remaining funds are being held pending development of guidelines for use of the Public Art Fund.

Proposed Amendments to Sunnyvale's Current AIPD Ordinance

In addition to the possibility of allowing developers and property owners the flexibility to choose whether to place public art on their development sites or to contribute to the City's Public Art Fund an in-lieu fee equal to 1% of the construction valuation of their eligible projects, staff identified additional areas of the art in private development regulation that need to be addressed or clarified. There are three primary areas of the AIPD regulation and two City Council public art policies that Council is asked to consider:

1. Whether to allow developers and property owners the flexibility to choose without limitations to place public art on their development sites or to pay an in-lieu fee consistent with 1% of the construction valuation of eligible projects. If the in-lieu fee alternative is revised, Municipal Code 19.52. Required Art in Private Developments and Council Policy 6.4.3 – Art in Private Development will need to be amended;
2. Amending Council Policy 6.4.4 - Art in Public Construction Projects to reflect changes in Council Policy 6.4.3. by clarifying the types of City projects that will be eligible for support from the Public Art Fund and provide a process for removing artworks from the City's Permanent Art Collection (creation of a deaccessioning policy), and;
3. Development of a Master Plan for Art to serve as a framework for the expenditure of in-lieu fees held in the Public Art Fund by identifying and prioritizing public art projects and locations throughout the City.

1. Consider whether to allow developers and property owners the flexibility to choose without limitations whether to place public art on their development sites or to contribute to the City's Public Art Fund an in-lieu fee consistent with 1% of the construction valuation of eligible projects.

The current AIPD regulation limits the conditions under which the in-lieu fee option can be utilized. Projects must clearly demonstrate that there is no appropriate place for artwork, either because of lack of space or restricted view corridors and lack of visibility to the public. Many developers and property owners are in favor of a revised policy that allows them to choose whether or not to place artwork on their development sites or exercise the in-lieu fee option at their discretion. Developers have stated this change would be beneficial for large-scaled, mixed-use projects that have limited

funds, because either the 1% requirement applies only to the retail portion of the project or the project is a retail establishment that consists of the building shell only. These projects are usually large in scale, and providing artwork appropriate to the scope of the project can be challenging within a budget equal to 1% of the construction valuation of the commercial portion of their project.

Additionally, developers and property owners have stated they believe that in some locations artwork would be more publicly accessible and, therefore, a larger benefit to the Sunnyvale community if the art was placed in a public facility, park or open space rather than a commercial or industrial neighborhood. Many recent industrial projects subject to the art regulation are located in predominately industrial areas in North Sunnyvale, where the general public is unlikely to be unless they work or have business in the vicinity.

During initial discussions of this Study Issue, it was suggested that art in private development in-lieu fees could possibly be used to support performing arts programs, such as free concerts at Plaza del Sol. However, this would likely be considered outside the scope of what is meant by publicly-visible artwork.

Action Item:

- *Amend Municipal Code 19.52 – Art in Private Developments*

Should Council decide to provide developers and property owners more flexibility in utilizing the in-lieu fee option, MC 19.52 will need to be revised to reflect this. (Please refer to Attachment C for Proposed Changes to Municipal Code 19.52.)

With the proposed revisions of the section 19.52 of the Municipal Code, Council Policy 6.4.3 – Art in Private Development will no longer be required and may be rescinded at that time. (Attachment D - Council Policy 6.4.3 Art in Private Development.)

Action Item:

- *Rescind Council Policy 6.4.3. – Art in Private Development*

Developers who are required to provide art as a condition of development are also required to maintain and repair the artwork as long as it exists at their site. Since art purchased using in-lieu fees will be placed on public property, the developer will no longer be directly responsible for maintaining the artwork. An additional fee assessed on developers who exercise the in-

lieu option will provide the funds necessary for the City to maintain any artwork purchased using in-lieu fees. An alternative strategy would be to reduce the amount of in-lieu funding used for the actual purchase of art and set resources aside for long-term maintenance. This strategy would significantly reduce the actual amount of funding available for art purchases using in-lieu fees. A third alternative would be for the City to absorb the cost of maintenance and repair of all artwork purchased with in-lieu fees. Depending on the type of artwork that is eventually acquired, this could amount to as much as \$3,000 a year to clean, repair and maintain one large outdoor sculpture. Multiplied out over twenty years, the fiscal impact of only a few large-scale pieces could be substantial.

It is difficult to project what actual long-term maintenance costs might be on artwork that has not yet been purchased. Staff considered the costs the City currently incurs annually for the maintenance and repair of artwork in the City's permanent public art collection and then extrapolated out over twenty years. It appears that 1/10th of a percent (0.1%) may provide adequate resources to repair and maintain public art purchased with in-lieu fees paid by developers; however, there is no way to give an accurate estimate until such time as a piece of visual public art is identified for purchase.

Under this proposal, a project with a construction valuation of \$1,000,000 would require installation of an artwork valued at \$10,000 or an in-lieu fee equivalent to that amount. An additional \$1,000 would be assessed if the in-lieu fee option was exercised and deposited to the Public Art Maintenance Fund to be used to maintain and repair visual artwork purchased by the City using that \$10,000.

The type of materials used to fabricate the art and the installation location will affect the cost to maintain it. For example, the bronze sculpture at the corner of Matilda and El Camino Real, *El Paso de los Suenos*, cost the City \$250,000 to purchase. The cost to maintain it is generally \$1,800 annually. The \$65,000 cement, bronze and marble sculpture, *Ommagio a Tempo*, located in the upper pond of the Community Center costs approximately \$2,500 annually for cleaning. The stainless steel sculpture *Matrix*, which cost \$10,000 when it was installed in front of the theater at the Community Center only needs to be washed with soapy water from time to time for a nominal cost in staff time. A two-dimensional painting may only need to be dusted periodically; however, a textile mural on a wall may need professional cleaning once a year. Depending on how resources in the Public Art Fund are expended, a 0.1% set-aside may or may not cover the actual

cost of maintaining artwork purchased with these funds; but it would be a start.

Action Item:

- *Adopt requirement for developers paying in-lieu fee to provide resources to maintain and repair art purchased with in-lieu fees in future years.*

2. Consider whether to amend Council Policy 6.4.4 - Art in Public Construction Projects to reflect changes in Council Policy 6.4.3. by clarifying the types of City projects that will be eligible for support from the Public Art Fund and provide a process for removing artworks from the City's Permanent Art Collection.

The expenditure of funds from the Public Art Fund is governed by Council Policy 6.4.4 Art in Public Construction, although use of funds is not restricted to new construction (hence a recommendation to rename the policy "Art in Public Places").

Types of Projects Eligible for Funding from Public Art Fund

Should City Council modify MC 19.52 to provide developers and property owners with the flexibility to exercise the in-lieu fee alternative, it is anticipated that the Public Art Fund balance will increase significantly over time. The City may consider supplementing the existing Art in Public Construction Policy to include the acquisition of public art for City facilities and/or public open space using funds from the Public Art Fund rather than just funds from the 1% of the construction valuation of eligible City capital projects.

An amendment to the current regulation to Council Policy 6.4.4 Art in Public Construction will provide concise guidelines for allowable expenditures from the Public Art Fund. That will assist staff with meeting program goals. It will also ensure that the City is protected from possible litigation stemming from how the City assesses development fees, in particular the Art In-Lieu Fee. (Please refer to Attachment E – Council Policy 6.4.4 Art in Public Construction with Modifications Highlighted.)

Deaccessioning Policy

Council Policy 6.4.4 requires City staff to include any artwork purchased through construction projects to be included in the City's permanent art collection. The collection was established in 1979 with funding through the Sunnyvale Purchase Award Program in place at that time. Subsequent pieces were added to the collection through the City's Master Plan for Public Art, private donations, and most recently through implementation of the art in public construction program.

The City owns and maintains a collection of 64 works of art. The Council Policy that governs the City's Permanent Art Collection includes guidelines on how to acquire publicly funded works of art for municipal projects, but it does not include a process to deaccession, remove or dispose of works of art when it is deemed necessary. (Please refer to Attachment F – City of Sunnyvale Permanent Art Collection.)

Public art is intended to remain on public display indefinitely, but there are occasions where it may be necessary to remove an artwork from the collection. Artworks can deteriorate beyond repair due to environmental factors or vandalism. The selected location may also change due to property renovation, a change of site usage or sale of the site, necessitating the relocation or removal of the artwork.

The addition of a deaccession policy would provide a comprehensive and consistent manner for removal of publicly owned artworks. Deaccessioning guidelines are standard for museums, galleries, universities, and government organizations that maintain public art collections. After researching a number of deaccessioning policies from across the nation, it appears the following elements are essential to a successful program:

- The circumstances under which a work of art would be eligible for deaccessioning;
- The process for deaccessioning a work of art, and;
- The responsibility for oversight of the deaccessioning component.

Action Items:

- *Amend Council Policy 6.4.4 – Art in Public Construction as shown in Attachment E - Art in Public Construction with Modifications Highlighted*
 - *Define projects eligible for funding by Public Art Fund*
 - *Establish deaccessioning policy for City's art collection*

3. Consider development of a Master Plan for Art that identifies and prioritizes public art projects and locations throughout the City.

From 1984 to 1992, the City's Master for Public Art, a capital improvement project, provided a thoughtful approach to the strategic placement of public art throughout the community. Twenty-one sites were identified throughout Sunnyvale for the installation of public art and were selected using criteria established to provide maximum visibility and accessibility to the public. Sites identified in the master plan included the City Center, Community Center, and various park and open spaces in Sunnyvale. In addition to locating artwork geographically throughout the community, the Master Plan

worked to provide diversity in the City's public art collection by balancing representational art with abstract, three-dimensional work with two-dimensional, and artwork in a variety of media. Periodic review of the master plan was established to address changing priorities or interests of the community.

The master planning approach is an effective strategy to ensure that public art is located throughout the community in highly visible and strategic locations. Creation of a Master Plan for Public Art can serve as an essential framework for the expenditure of in-lieu fees held in the Public Art Fund by identifying and prioritizing potential locations for art, as well as the possible types of artwork and media. These goals would be developed in conjunction with the City's Arts Commission, with community input and interests in mind.

Action Items:

- *Amend Arts Commission 2012 Work Plan to add the development of a master plan for public art*
- *Direct staff to work with Arts Commission to develop a master plan for public art*

Community Outreach

A community outreach meeting was conducted on May 2, 2012, to solicit input from local property owners and developers. Twenty-one property owners, developers and architects associated with past, current or future non-residential projects in Sunnyvale were invited to attend. Of the 21 invitees, two individuals attended. Both of those individuals were part of either an architectural firm or business association; and, therefore, each represented a larger faction of property owners.

In general, both attendees agreed that broadening the conditions under which the Art In-Lieu Fee could be exercised was a positive alternative to the current regulation. They both concurred that placing artwork in municipal venues was more beneficial to the public, and that accessibility of artwork on private industrial properties was limited because the majority of community members do not frequent industrial/office parks in Sunnyvale. It was also suggested that, in most cases, the City was more equipped and knowledgeable about designing, siting and caring for public art than property owners.

Survey of Other Public Agencies with Art in Private Development In-lieu Fee Options

During preparation of this report, staff surveyed the cities and counties belonging to the Northern California Public Art Administrators Network (PAAN). Of the 18 agencies surveyed, 11 did not respond and 7 agencies responded that their city had a percent for art requirement for private development and an associated in-lieu fee option. (Please refer to Attachment G – Public Art In-Lieu Fee Survey – Bay Area Cities.) The following is a brief summary of the survey results:

- One (1) agency imposed restrictions on when property owners and developers could utilize the in-lieu fee option. Similar to Sunnyvale’s current practice, the in-lieu fee could only be used in instances where there was no viable location for art.
- Three (3) agencies have, or are developing, a Master Plan for Public Art.
- One (1) agency specified that the public art project must reside within the “project zone.”
- Acceptable expenditures of the in-lieu fees collected included public art, including administrative fees and site preparation for public art.
- No agencies permitted the in-lieu funds to be utilized for performing arts programming.

FISCAL IMPACT

Staff does not anticipate new administrative costs would be incurred by the City as a result of allowing developers to use the in-lieu fee option rather than place art on their development sites. Increased revenue in the Public Art Fund and the development of more art projects for public facilities, parks and open space would require additional staff time to administer the projects. However, any increase in staff hours for public projects would be offset by a reduction in current staff hours required to assist developers and property owners to obtain Arts Commission approval for AIPD projects.

Currently, developers providing public art on-site are required to maintain and repair their artwork as long as the art exists on the property. There will be additional maintenance costs associated with caring for any new works of art commissioned by the City. To provide resources to pay these costs in future years, an additional 1/10th of a percent (0.1%) could be added to the 1% construction valuation of a development project. This would provide resources to repair and maintain art purchased with in-lieu fees paid by developers. Another option, as discussed on pages 6 and 7, would be to absorb future maintenance costs; this would result in no fiscal impact, but would reduce the

amount of in-lieu monies directed toward the actual fabrication and/or installation of visual public art.

An Art Permit fee would not be required from developers who choose to exercise the in-lieu fee option of Municipal Code 19.52. The new fee will offset the cost of staff hours to administer the project.

It is anticipated that the fiscal impact associated with the sale or deaccessioning of art from the City's permanent collection would be minimal because it is anticipated that the reason most artwork is removed from the collection would be due to irreparable damage or deterioration.

PUBLIC CONTACT

Public Contact was made through posting of the Arts Commission agenda and Planning Commission agenda on the City's official-notice bulletin board, on the City's Web site, and the availability of the agenda and report in the Office of the City Clerk, Sunnyvale Public Library, Senior Center and Community Center.

Notice of Commission and Council meetings regarding this report was also distributed to the "Friends of Parks and Recreation" mailing list (a list of organizations and individuals who have expressed an interest in parks and recreation issues).

A community meeting was also held with interested businesses, developers and property owners on May 2, 2012, to solicit feedback on this issue. Staff also met with the Moffett Park Business Group's Board of Directors on this subject on May 14, 2012.

The Arts Commission conducted a public hearing on this item at their meeting on July 18, 2012. The Planning Commission conducted a public hearing on this item at their meeting on July 23, 2012.

ALTERNATIVES

The Council is being asked to take action on LCS 12-02 Review Effectiveness of Existing Art in Private Development Policies and Practices. The Council may vote to:

1. Allow developers and property owners the flexibility to choose without limitations whether to place public art on their development sites or to contribute to the City's Public Art Fund an in-lieu fee consistent with 1% of the construction valuation of covered projects. Approve amendments to Municipal Code 19.52 Art in Private Developments and Council Policy 6.4.3 - Art in Private Development.

2. Approve fee of an additional 1/10th of a percent (0.1%) of construction valuation of covered projects to be placed in a separate Art Maintenance Fund to provide resources for repair and maintenance of art purchased with in-lieu fees.
3. Approve amendments to Council Policy 6.4.4. Art in Public Construction and direct staff to:
 - Implement guidelines for deaccessioning artwork from the City's Permanent Art Collection;
 - Develop guidelines to further define the parameters under which the Public Art Funds can be used;
 - Direct staff to develop a Master Plan for Public Art to identify potential public art projects and prioritize public art locations for funding, and;
 - Change title of policy to *Art in Public Places*.
4. Take no further action related to the Effectiveness of Existing Art in Private Development In-Lieu Fee Option Study Issue.
5. Direct staff to take some other action related to the City's public art policy.

RECOMMENDATION

Staff recommends Alternatives 1, 2 and 3.

Staff recommends Alternative 1 – Allow property owners to make an in-lieu contribution to the City's Public Art Fund, instead of placing art on site, even when there is an appropriate location for art. Approve amendments to Municipal Code 19.52 Art in Private Developments and Council Policy 6.4.3 - Art in Private Development. The in-lieu fee contribution will be beneficial for developers who are restricted by either a lack of appropriate space or limited art budgets because only a portion of their development is subject to the public art requirement. It will also provide funding for City public art projects that may be more accessible to the general public as compared to public art in predominately commercial and industrial neighborhoods. Additionally, public art commissioned through the Public Art Fund may provide a beneficial cultural art element to a larger audience. The artwork would also become part of the City's Permanent Art Collection, ensuring that the artwork is properly maintained and cared for.

Staff recommends Alternative 2 – Adopt an additional 1/10th of a percent (0.1%) fee for developers exercising the in-lieu fee option. These resources will

be set aside in a separate Art Maintenance Fund to repair and maintain art purchased using in-lieu fees.

Staff recommends Alternative 3 – Approve amendments to Council Policy 6.4.4. Art in Public Construction and direct staff to:

- Implement guidelines for deaccessioning artwork from the City’s Permanent Art Collection;
- Develop guidelines to further define the parameters under which the Public Art Funds can be used;
- Direct staff to develop a Master Plan for Public Art to identify potential public art projects and prioritize public art locations for funding, and;
- Change title of policy to *Art in Public Places*.

The addition of a deaccession component will provide a comprehensive and consistent manner for dealing with the removal of publicly owned artworks. Deaccessioning policies are standard for museums, galleries, universities, and government organizations that oversee and manage a public art collection.

If the Council approves the in-lieu fee option as it is proposed in this Study Issue, there will be increased resources available through the Public Art Fund to develop community-based public art projects. Clearly defining the types of projects that can be supported by Public Art Funds and developing a Master Plan for Public Art projects will enable staff to develop and implement public art projects that are community driven and meaningful to the residents of Sunnyvale, as well as strategically integrated into the city’s public landscape to provide the greatest accessibility and visibility for the public. Strategically prioritizing goals and locations for public art will keep the City’s public art programs proactive and relevant and contribute to the City’s identity and reputation as a cultural arts center.

Staff recommends the title change for Council Policy 6.4.4. to *Art in Public Places* (from Art in Public Construction) because adoption of the revised policy broadens its scope from a 1% set-aside for art in eligible construction projects to include acquisition of visual art for any public facility or park without a capital improvement project triggering the acquisition.

The Arts Commission reviewed a draft of this report at its meeting on July 18, 2012, and voted 4-1 (Commissioner Karun dissented.) to recommend that City Council support staff's recommendation, Alternatives 1, 2 and 3. The Commission's recommendation was based on the current economic climate and what they believe to be in the best interest of the City. Commissioner Karun dissented because she does not believe that developers should have complete flexibility to choose either artwork or the in-lieu fee. She said developers should generally be required to have artwork on site and the in-lieu fee exercised as an option for sites that cannot accommodate art. The way the revised regulation is worded developers will have complete authority as to whether or not to put artwork on their development site. (Attachment H, Draft Minutes of the July 18, 2012, Arts Commission Meeting)

The Planning Commission reviewed a draft of this report at its meeting on July 23, 2012, and voted 4-1 (Commissioner Melton dissented.) to recommend that City Council approve staff's recommendation, Alternatives 1, 2 and 3. The Commission's recommendation was based on the observation that allowing an in-lieu fee option would provide the City with resources to acquire and place art in more public settings than some of the previous development sites. Commissioner Melton dissented because he believes that developers should be required to place artwork on the development of site to achieve the goals outlined in the ordinance.

The Planning Commission also commented on their hope that developers will "self-regulate" and not use the in-lieu fee alternative for every project. The Commission also discussed the fact that public art could still be required on private development sites as a condition of development. They also suggested that it might be appropriate to conduct a policy study in the future to determine whether or not the 1% for art requirement should apply to large-scale residential developments as well, given the number of mixed use projects anticipated in the future. (Attachment I, Draft Minutes of the July 23, 2012, Planning Commission Meeting)

Both commissions stressed the importance and value of developing a master plan for public art as proposed in this report. A master plan would be used to guide the City's use of in-lieu fees in the future and ensure that funds do not sit unspent.

Reviewed by:

Lisa G. Rosenblum, Director, Library and Community Services
Prepared by: Nancy Bolgard Steward, Community Services Superintendent

Hanson Hom, Director, Community Development

Grace Leung, Director, Finance

Approved by:

Gary M. Luebbers
City Manager

Attachments

- | | |
|--------------|--|
| Attachment A | Study Issue LCS 12-02 Review Effectiveness of Existing Art in Private Development Policies and Practices |
| Attachment B | Summary of Public Art Fund |
| Attachment C | Municipal Code 19.52 Art in Private Developments |
| Attachment D | Council Policy 6.4.3 Art in Private Development |
| Attachment E | Council Policy 6.4.4 Art in Public Construction with Modifications Highlighted |
| Attachment F | City of Sunnyvale Permanent Art Collection |
| Attachment G | Public Art In-Lieu Fee Survey – Bay Area Cities |
| Attachment H | Draft Minutes of the Arts Commission Meeting of July 18, 2012 |
| Attachment I | Draft Minutes of the Planning Commission Meeting of July 23, 2012 |

2012 Council Study Issue

LCS 12-02 Review Effectiveness of Existing Art in Private Development Policies and Practices

Lead Department Library and Community Services

History 1 year ago None 2 years ago None

1. What are the key elements of the issue? What precipitated it?

Since the adoption of the Art in Private Development regulation in 1990 and a Council Policy requiring art in public construction projects in 2002, there has been periodic interest in revisiting specific aspects of the regulation. This study will review the City's current Council Policies 6.4.3 and 6.4.4 (Art in Public Construction and Art in Private Development), as well as Municipal Code Chapter 19.52. - Required Artwork in Private Developments. Council proposed the study on November 15, 2011 following a discussion that occurred during City Council interviews with prospective Arts Commission candidates on November 1, 2011.

In-lieu fees were initially considered when the art in private development regulation was adopted into the City's municipal code. However, at that time an emphasis was placed on requiring developers to incorporate public art into their non-residential projects as a means of mitigating the sense of uniformity and loss of human scale that often accompanies commercial and industrial development projects. Public art can be an effective way to enhance the visual landscape of a community. Currently, developers may apply to the Director of Community Development for a waiver that allows them to pay a fee equal to 1% of the construction valuation of a development, including building and tenant improvements, and excluding the cost of land and site improvements.

This study will re-evaluate the City's current emphasis on requiring developers to provide public art at the development site rather than permitting payment of in-lieu fees to the City's Public Art Fund. The Public Art Fund supplements the City's art in public places program. The existing regulation allows developers to pay an in-lieu fee as a means of satisfying the public art requirement, but only under limited circumstances. Qualifying projects may include, but are not limited to the following conditions:

- Properties that have an obstructed view corridor from the public right-of-way due to existing landscaping, utility poles or existing buildings on adjacent property.
- Properties that do not have an artwork location near the main entrance or street, either due to lack of space, existing trees and landscaping, required public easements, or existing utility pipes and electrical boxes.
- Properties that lack a publicly visible location for art due to security restrictions.
- Properties that do not have adequate space to incorporate public art.

Very few developments meet this limited criterion. Re-evaluating the City's intent behind the art in private development regulation could result in changes that provide developers additional flexibility, as well as to enhance the City's public art program in municipal facilities and parks by expanding the funding base.

2. How does this relate to the General Plan or existing City Policy?

General Plan Policy CC1.1 Identify the boundaries of the City with attractive and distinctive

features.

General Plan Policy CC-1.8 Provide and encourage the incorporation of art – both functional and decorative – in public and private development.

General Plan 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.

General Plan Goal CC-4.a Provide public facilities which are accessible, attractive and add to the enjoyment of the physical environment.

3. Origin of issue

Council Member(s) Councilmembers Griffith and Moylan

4. Staff effort required to conduct study Minor

Briefly explain the level of staff effort required

Approximately 65 hours of staff time would be required to conduct the study. This includes time spent updating research and analysis from 2002 public art policy study. This would require input from three City departments (Library and Community Services, Community Development, and Office of the City Attorney. Staff work will include preparation of a Report to Council, and public hearings before the Arts Commission and Planning Commission.

5. Multiple Year Project? No **Planned Completion Year** 2012

6. Expected participation involved in the study issue process?

Does Council need to approve a work plan?	No
Does this issue require review by a Board/Commission?	Yes
If so, which?	Arts Commission, Planning Commission
Is a Council Study Session anticipated?	Yes

7. Briefly explain if a budget modification will be required to study this issue

Amount of budget modification required

Explanation

No budget modification will be required because staff time to conduct the study can be absorbed within the City's operation budget.

8. Briefly explain potential costs of implementing study results, note estimated capital and operating costs, as well as estimated revenue/savings, include dollar amounts

Are there costs of implementation? Yes

Explanation

No additional costs are anticipated to implement potential study results. Staff time used to work with developers in the past will be repositioned to coordinate the creation and installation of art in public facilities and parks. Staff would be responsible for developing public art projects, selecting or recruiting artists and artwork, and installation of the artwork. Staff has reviewed the art in private development projects over the past four years. If the existing in-lieu fee policy was modified to provide more flexibility to developers, an average of \$160,000 could be deposited to

the City's Public Art Fund if every developer chose to pay the in-lieu fee, rather than include art in their developments.

9. Staff Recommendation

Staff Recommendation Support

If 'Support', 'Drop' or 'Defer', explain

Staff recommends study of this issue in 2012. The art in private regulation and the Council Policies related to public art in private development and public construction projects were most recently visited in 2001 and 2002. City Council established an in-lieu fee option for developers in 2002; however, it was determined that the art in private development regulation would focus on the provision of art within actual private development projects. Since that time, the in-lieu fee option has permitted developers to pay a fee to the City only under limited conditions, and the fees have been used to acquire art for parks and municipal facilities. Use of the in-lieu fee option requires a waiver from the Director of Community Development and is the exception, rather than the rule. This study would potentially provide more flexibility to developers and additional funding for the creation and installation of art in public places.

Reviewed by

Approved by

Kristi D. Wosmbler 12/7/11
Department Director Date

[Signature] 12-8-11
City Manager Date

Public Art Fund Summary – 890170

April 19-2012

Revenues

FY	OL3	Object Level Title	Description	Total
2004	2349	Public Arts Revenues	Plaza Project Public Art	\$13,420
2004	2349	Public Arts Revenues	Toyama Ptnrs Donation	\$5,000
		Interest On		
2004	3355	Investments	Interest Distribution	\$511
			CR022301/25 Dollinger frm GL	
2005	2349	Public Arts Revenues	4023	\$4,413
		Interest On		
2005	3355	Investments	Interest Distribution	\$656
		Interest On		
2006	3355	Investments	Interest Distribution	\$942
2007	2349	Public Arts Revenues	ART IN-LIEU FEE-verizon	\$143,700
2007	2349	Public Arts Revenues	TO 890180 CR931291/193	(\$28,700)
		Interest On		
2007	3355	Investments	Interest Distribution	\$6,437
		Interest On		
2008	3355	Investments	Interest Distribution	\$6,181
		Interest On		
2009	3355	Investments	Interest Distribution	\$3,523
		Interest On		
2010	3355	Investments	Interest Distribution	\$1,541
		Interest On		
2011	3355	Investments	Interest Distribution	\$1,041
		Interest On		
2012	3355	Investments	Interest Distribution	\$747
Total Revenue				\$159,412

Expenditures

FY	OL3	Object Level Title	Description	Total
2007	5300	Professional Services	Work-Columbia Ctr Art Work	\$5,865
Total Expenditures				\$5,865

Account Balance \$153,547

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SUNNYVALE REPEALING CHAPTER 19.52 (REQUIRED ARTWORK IN PRIVATE DEVELOPMENTS) AND ADDING CHAPTER 19.52 (ART IN PRIVATE DEVELOPMENT) OF TITLE 19 (ZONING) OF THE SUNNYVALE MUNICIPAL CODE

SECTION 1. CHAPTER 19.52 REPEALED. Chapter 19.52 (Required Artwork in Private Developments) of Title 19 (Zoning) of the Sunnyvale Municipal Code is hereby deleted in its entirety.

SECTION 2. CHAPTER 19.52 ADDED. Chapter 19.52 (Art in Private Development) of Title 19 (Zoning) of the Sunnyvale Municipal Code is hereby added to read as set forth in Exhibit "A" attached and incorporated by reference.

SECTION 3. EXEMPTION FROM CEQA. The City Council finds, pursuant to Title 14 of the California Code of Regulations, Section 15061(b)(3), that this ordinance is exempt from the requirements of the California Environmental Quality Act (CEQA) in that it is not a Project which has the potential for causing a significant effect on the environment.

SECTION 4. CONSTITUTIONALITY; SEVERABILITY. If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be invalid, such decision or decisions shall not affect the validity of the remaining portions of this ordinance. The City Council hereby declares that it would have passed this ordinance, and each section, subsection, sentence, clause and phrase thereof irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared invalid.

SECTION 5. EFFECTIVE DATE. This ordinance shall be in full force and effect thirty (30) days from and after the date of its adoption.

SECTION 6. POSTING AND PUBLICATION. The City Clerk is directed to cause copies of this ordinance to be posted in three (3) prominent places in the City of Sunnyvale and to cause publication once in The Sun, the official publication of legal notices of the City of Sunnyvale, of a notice setting forth the date of adoption, the title of this ordinance, and a list of places where copies of this ordinance are posted, within fifteen (15) days after adoption of this ordinance.

Introduced at a regular meeting of the City Council held on _____, 2012, and adopted as an ordinance of the City of Sunnyvale at a regular meeting of the City Council held on _____, 2012, by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

ATTEST:

APPROVED:

City Clerk
Date of Attestation: _____

Mayor

SEAL

APPROVED AS TO FORM AND LEGALITY:

Michael D. Martello, Interim City Attorney

Chapter 19.52
ART IN PRIVATE DEVELOPMENT

- 19.52.010 Findings and Purpose**
- 19.52.020 Applicability**
- 19.52.030 Art Requirement**
- 19.52.040 Standards for Art**
- 19.52.050 Art Permit**
- 19.52.060 Master Art Permit**
- 19.52.070 Installation and Maintenance Requirements**
- 19.52.080 Establishment of the Public Art Fund**

19.52.010 Findings and Purpose

- (a) **Findings.** The city council makes the following findings:
- (1) The City’s visual and aesthetic quality has a significant impact on property values, economic well-being and orderly development;
 - (2) Development of large-scale or highly visible sites contributes to the City’s unique character;
 - (3) The incorporation of publicly visible art on large-scale sites, highly visible intersections or spaces that are publicly accessible within private developments enhances the City’s visual and aesthetic quality and creates a unique sense of community and self-image; and
 - (4) Providing art mitigates an undesired and potentially deleterious sense of uniformity and loss of human scale and orientation and is in the public interest.
- (b) **Purpose.** This chapter regulates and establishes standards for inclusion of art in private development.

19.52.020 Applicability

- (a) **Major Intersection.** Non-residential development, including hotels, shall provide art when located at a major street intersection listed in this section. A lot is located at one of the referenced intersections if the lot has frontage along both of the streets forming the intersection. The development may include either new construction of a main building of any size, an addition of at least 10,000 square feet to a main or accessory building, or new construction of an accessory building.
- 1. El Camino Real and Wolfe Road
 - 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
- (b) **Lots of 2 Acres or More.** Non-residential development, including hotels, shall provide art when located on any lot of 2 acres or more. The development may include either new construction of a main building of any size, an addition of at least 30,000 square feet to a main or accessory building, or new construction of an accessory building. If more than one lot is developed jointly or as an integrated project, the requirements of this chapter apply if the

aggregate lot area is 2 acres or more, regardless of whether the property is under common ownership.

(c) **Phased Projects.** In the event of construction occurring over a period of time, projects become subject to this chapter when the aggregate floor area of all construction reaches the specified levels.

(d) **Public Interest.** Art may be required for any proposed project, including those not mentioned in this section when deemed in the public interest.

19.52.030 Art Requirement

(a) **Provision of Art.** Projects shall provide publicly visible art on-site that is equal in value to 1% of the project construction valuation.

(b) **Building Valuation.** Building permit valuation is determined by the chief building official using the city building permit valuation formula. Valuation of development projects includes the construction of the building shell. Valuation does not include land acquisition, site improvements, parking structures, off-site improvements or tenant improvements. In the event of multi-phased development, valuation is based on the cost of all phases, even though all phases may not be completed at the same time.

(c) **Art Valuation.** When calculating the value of an art to be placed on a private development site, 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; and

(5) Identification plaque.

(6) 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.

(d) **Art Valuation Remainders.** In some instances the cost of artwork may not equate precisely to 1% of the construction valuation. If the developer does not spend the entire 1% on public art, then the remaining amount shall be contributed to the Public Arts Fund.

(e) **Alternative to Provision of Art.** Developers may choose to make a contribution to the Public Art Fund in-lieu of placing art on their project site. Developers shall allocate an in-lieu amount equal to 1.1% of the building valuation. The additional 0.1% is to be used for maintenance of art provided through the Public Art Fund. The in-lieu fee shall be paid prior to issuance of the building permit.

19.52.040 Standards for Art

Proposed art in private development shall meet the criteria in this section. The arts commission may allow modifications that are consistent with the intent of this chapter.

(a) **Type of Art.** Art should be one significant piece of art, except that requirement may be met with several works of art when specifically found by the arts commission to fulfill the intent of this chapter. The nature and style of the art is considered in the context of other similar art in the surrounding area to encourage a wide range of types of art, styles and materials in order to create a balanced and interesting artistic and aesthetic appearance. The following types of art are permitted as long as they are on a large public scale:

- (1) Sculpture: in the round, bas-relief, mobile, fountain, kinetic, electronic, or other, in any material or combination of materials;
 - (2) Painting: all media, including permanently affixed works, such as murals;
 - (3) Graphic arts: printmaking, drawing, calligraphy and photography, but only when on a large public scale;
 - (4) Mosaics;
 - (5) Glass;
 - (6) Clay, fiber and textiles, wood, metal, plastics and other materials;
 - (7) Mixed media: any combination of forms or media, including collage. Water, neon, fiber optic and electronic sculpture generally should not be encouraged due to difficulty of maintenance. Such art may be permitted if adequate assurance of continued maintenance is provided.
 - (8) Functional art created by a professional artist, such as benches, tree grates and trash receptacles; or,
 - (9) Any other form of work of art determined to satisfy the intent of this chapter.
 - (10) Ineligible Works. The following do not meet the requirements for art in private development:
 - (i) Artwork that is similar to, reminiscent of or based on a corporate logo;
 - (ii) Reproductions by mechanical or other means of original works of art. Permitted art may include, however, limited editions controlled by the artists of original prints, cast sculpture, photographs and other art forms;
 - (iii) Directional or other functional elements such as supergraphics, signing, color coding, except where these elements are integral parts of original signed arts;
 - (iv) Art objects which are mass produced from a standard design, such as playground equipment, fountains, flags or banners; and,
 - (v) Landscaping and gardening, except where these elements are designed by the artists and are an integral part of a fine art.
- (a) **Artist Qualifications.** The artist is required to have experience and knowledge of monumental-scale art intended for public viewing. The artist's qualifications will be evaluated and examples of past work may be reviewed to determine whether or not the artist has appropriate experience for the project.
- (c) **Artistic Preference.** The determination of artistic preferences is primarily a function of the owner or developer of the property. It is the intent of this chapter to provide for the public display of private art on private property without substituting the artistic preferences of the city for those of the owner or developer of the property.
- (d) **Visibility and Locations.** Appropriate locations may include, but are not limited to, vehicular entryways to the property, plazas, greenbelts and building facades. The location selected should allow reasonable accessibility to the art, including visibility of the art from the public street. The location shall be exterior and installation of the art piece shall enhance the art and allow for unobstructed public viewing from as many angles as possible. When located in proximity to major traffic thoroughfares, the art should be at a motorist's scale and oriented toward the view corridor of the motorist. The art shall be an integral part of the landscaping and/or architecture of the buildings.
- (e) **Proportional Size.** The art shall be proportional to the scale of the development and designed to create an artistic, visual and aesthetic impact upon observers. Particularly in locations on major thoroughfares and major intersections, the art should be of such size and nature as to strengthen the urban design and aesthetic quality of life in the community.
- (f) **Inoffensive.** Because the art will necessarily be highly visible to the public, will be associated with city requirements and because the traveling public will have no real opportunity

to avoid the visual aspects of the art, expressions of obvious bad taste or profanity is prohibited. It is the intent of this criterion to address proposed art which by its nature would generally be considered offensive to the public.

(g) **Permanence.** The art shall be a permanent, fixed asset to the property. The composition of the art shall be of permanent materials requiring a low level of maintenance. Materials used shall be durable and weather resistant.

19.52.050 Art Permit

(a) **Art Permit Required.** An art permit is required for installation of art in private development. The art permit shall be obtained prior to building permit occupancy. In phased projects, the Director retains discretion as to which building permit triggers the need for the Art Permit application.

(b) **Application.** The Art Permit application shall contain the following information:

- (1) An application signed by the owner of the affected property;
- (2) Landscape and site plans indicating the location and orientation of the art, signage, utility boxes, fire suppression systems, and the landscaping and architectural treatment integrating the piece into the overall project design;
- (3) Color elevation rendering clearly showing the artwork to scale in relation to its surroundings;
- (4) A sample, model, or photograph and “to-scale” drawings or renderings of the proposed art piece;
- (5) Material samples and finishes;
- (6) A resume of the proposed artist including slides or photographs of the proposed artist’s past work which demonstrates similar work to the proposal;
- (7) A written statement by the artist describing any theme or development of the art, as well as a discussion of the manner in which the proposed art meets the criteria in Section 19.52.040 (Standards for Art);
- (8) A lighting plan including samples of lighting fixtures; and
- (9) Other information as required by the superintendent of community services.

(c) **Finding.** The proposed art is consistent with the Section 19.52.040 (Standards for Art) and the purpose of this chapter.

(d) **Decision.** The application, along with the recommendation of the superintendent of community services, will be forwarded to the arts commission for review and action at a public hearing. The arts commission, based on the finding, may either:

- (1) Approve the permit as requested or conditioned to meet the requirements of this chapter; or
- (2) Deny the permit.

(e) **Appeals.** Actions of the arts commission may be appealed by any person, including an arts commissioner or city councilmember. Written appeals shall be filed within 15 calendar days of the date of the action. The appeal shall state the grounds for the appeal. All proceedings initiated by the action of the arts commission will be suspended pending a final determination by the city council of the appeal’s merits at a public hearing. The city council, based on the finding, may either:

- (1) Approve the permit as requested or conditioned to the requirement of this chapter;
- (2) Deny the permit.

(f) **Failure to Act.** Failure of the arts commission to act on a permit application within 60 calendar days, or an extended period as mutually agreed upon by the applicant and the arts commission is deemed a denial of the application. Denial may be appealed to the city council in

accordance with this section. The superintendent of community services shall send a notice of the action to the applicant. Failure to send notice does not affect the arts commission action or extend any appeals period.

Section 19.52.060 Master Art Permit

- (a) **Applicability.** Development of any property having an aggregate area of more than 50 acres may apply for a Master Art Permit. Development may occur at one time or in phases and shall consist of contiguous lots.
- (b) **Application.** Application for a Master Art Permit is filed in the same manner as an Art Permit, except that the application does not need to specifically identify each particular piece of art proposed.
- (c) **Content.** The Master Art Permit may define the total obligation to provide art and include information on the quantity, type, orientation and timing of installation of the proposed art. The Master Art Permit may waive Art Permit requirements for individual installations.
- (d) **Decision.** Decisions require a city council hearing after recommendation by the arts commission.

19.52.070 Installation and Maintenance Requirements

- (a) **Timing of Installation.** If art installation is impracticable prior to the anticipated date of building occupancy, the Director may allow building occupancy provided that the art permit has been issued and the applicant has filed with the city adequate security to guarantee installation of the art. The security may take the form of a bond, letter of credit, cash deposit, or similar security instrument, along with an agreement to install the required art in such amount and form as is acceptable to the Director.
- (b) **Permit for Installation.** The applicant shall obtain a building permit for the art.
- (c) **County Recordation.** Prior to completion of the art installation, a document shall be recorded with the county containing a description of the art and noting the obligation of present and future property owners to maintain and repair the art.
- (d) **Plaque Required.** Each piece of art shall provide an appropriate identification plaque or monument measuring at least 8 inches by 8 inches. The plaque shall be made of cast metal and be placed near the art piece. Information is limited to the date, title and artist. The requirement of this section may be waived if determined in a particular circumstance to be inconsistent with the intent of this chapter.
- (e) **Maintenance.** Art shall be maintained in good condition after its installation. Maintenance of the art includes related landscaping, lighting and the identification plaque. Violation of the maintenance requirements may result in the imposition of administrative fines and penalties under Chapter 1.06 (Administrative Fines and Penalties) and may include the City's cost of maintaining or repairing the art.
- (f) **Removal.** Removal of required art is prohibited without the City approval. The City may require replacement of the art. Removal or replacement of art shall comply with Section 19.52.050 (Art Permit).

19.52.080 Establishment of the Arts Funds

The city council authorizes the establishment of two funds for the deposit of all fees paid under to this chapter.

- (a) **Public Arts Fund.** This fund uses 1% of the construction valuation for the acquisition and installation of the art and administration of the public art program, including but not limited to improvements, site preparation, lighting and landscaping.

(b) **Art Maintenance Fund.** The 0.1% of the construction valuations shall be set aside in the art maintenance fund for repairing and maintaining art purchased by the in-lieu fee.

RESCIND

Deleted: Policy 6.4.3 Art in Private Development

POLICY PURPOSE:

~~The purpose of this policy is to ensure the inclusion of art on private property by establishing uniform guidelines and procedures.~~

POLICY STATEMENT

~~This policy provides uniform guidelines for art in private development within the Sunnyvale community. In particular:~~

- ~~1. A 1% flat fee of construction costs for all projects subject to the Art in Private Development requirement;~~
- ~~2. An in lieu fee option for projects that lack an appropriate location for public art.~~
- ~~3. Developments subject to the Art in Private Development requirement shall be required to provide publicly accessible artwork in an amount equal to 1% of the valuation of an eligible development project including building and tenant improvements. The following types of costs are typically excluded from the project valuation; land acquisition, site improvements, such as grading and costs associated with off site improvement costs beyond the property line, such as moving power lines, adding a traffic light or right turn lane, or relocating a historical landmark to another location, will be excluded.~~

ELIGIBLE PROJECTS

~~All nonresidential development projects (including hotel and motel developments) involving construction of new buildings or the expansion of existing buildings on property subject to Chapter 19.52 of the Sunnyvale Municipal Code.~~

DEFINITIONS

- ~~1. Building Permit Valuation: The City's building permit valuation formula as referenced in Title 16 of the Sunnyvale Municipal Code will be used as the basis for calculating the required expenditure for public art. Valuation is based on the building standards published by the International Conference of Building Officials (ICBO), as adopted by the State of California.~~
- ~~2. In Lieu Fee Option: Developers of projects that lack an appropriate location for public art may apply to the Director of Community Development for a waiver that would allow them to contribute an in lieu fee of 1% of the construction valuation of a development, including building and tenant improvements, and excluding the cost of land site improvements. Such projects may include, but are not limited to the following conditions:~~
 - ~~A. Properties that have an obstructed view corridor from the public right of way due to existing landscaping, utility poles or existing buildings on adjacent property.~~
 - ~~B. Properties that do not have an artwork location near the main entrance or street, either due to lack of space, existing trees and landscaping, required public easements, or existing utility pipes and electrical boxes.~~

COUNCIL POLICY MANUAL

- ~~C. Properties that lack a publicly visible location for art due to security restrictions.~~
- ~~D. Properties that do not have adequate space to incorporate public art.~~
- ~~3. Public Art Fund: In lieu fees will be contributed to the Public Art Fund administered by the Department of Parks and Recreation. In lieu fees from the Public Art Fund may be used to:
 - ~~A. Create community art projects.~~
 - ~~B. Install public art on public property such as parks or the grounds of public facilities such as the Community Center and Civic Center.~~
 - ~~C. Install public art in the interior of public buildings that are deemed to be areas of concentrated public activity such as the lobbies and public areas of the Library, City Hall buildings and Community Center buildings.~~
 - ~~D. Install public art at City gateways and focal points or other high profile locations identified in the Master Plan for Public Art.~~~~
- ~~4. Artwork Valuation: When calculating the value of an artwork to be placed on a private development site, eligible costs will include:
 - ~~A. The purchase price of the artwork~~
 - ~~B. Art consultant fees~~
 - ~~C. Transportation of the artwork to the site~~
 - ~~D. Installation of the artwork~~
 - ~~E. Pedestals or display costs~~
 - ~~F. Lighting for the artwork and utility fees associated with installation and/or operation of the artwork~~
 - ~~G. Identification plaque~~

~~Ineligible costs include:~~

 - ~~A. Land acquisition~~
 - ~~B. Site preparation~~
 - ~~C. Travel costs for the artist~~
 - ~~D. Architect fees~~
 - ~~E. Utility fees associated with the installation or operation of the artwork~~
 - ~~F. Fees associated with dedication ceremonies, publicity, or educational components~~
 - ~~G. Maintenance fees and repairs~~~~

PROCESS

- ~~1. Verification of the eligible costs associated with the acquisition and installation of artwork required under the terms of the Sunnyvale Municipal Code must be submitted to the Director of Community Services or his/her designee.~~

COUNCIL POLICY MANUAL

2. ~~Process for Artwork Valued at Less than One Percent (1%): Developers will not be prohibited from the acquisition and installation of artwork valued at less than the one percent (1%) required expenditure provided the proposed artwork meets all remaining criteria of the Art Private Development Ordinance and the applicant contributes to the Public Art Fund the difference between one percent (1%) of the construction valuation of the project as described in Sub-section A and the cost of the artwork as calculated in Sub-section F.~~

~~(Adopted RTC 02-136 (5/7/02); Revised for clarity (4/9/07); Administrative update (March 2012))~~

~~Lead Department: Department of Community Services~~

Policy 6.4.4 Art in Public Places

Deleted: Art in Public Construction Projects

POLICY PURPOSE

The purpose of this policy is to ensure **uniform guidelines and procedures for the inclusion of publicly accessible art on public properties, and to establish** ~~by establishing uniform guidelines and procedures for eligible municipal projects and to provide~~ uniformity between the requirement for art in **public municipal** construction projects with the requirement for art in private development projects. Additionally, this policy will also provide uniform procedures and guidelines for the permanent removal or deaccession of a city-owned public art piece.

POLICY STATEMENT

In 2002, the City Council reviewed the status, intent and effectiveness of public art policy in Sunnyvale and approved a policy to require art in public construction projects under certain circumstances.

In 2012, the Council again reviewed the effectiveness of existing public art policy and voted to amend the current policies to include a deaccessioning policy for the City's Permanent Art Collection, as well as to further define project eligibility for subsidies from the City's Public Art Fund.

DEFINITIONS

1. Art: The conscious use of skill and creative imagination in the production of aesthetic objects.
2. Public Art: Artwork that **is publicly accessible and** is located in a building or on a site ~~is located in a public building or on public property~~ that allows an unobstructed view of the artwork. **The artwork can be located on either public properties or private properties.**
3. Public Areas: Any public gathering place including, but not limited to; public plazas, the library, parks and park buildings, police and fire stations, community, neighborhood and senior centers, public transportation centers, and civic centers.
4. Publicly Funded Projects: All construction funded by public or taxpayer funds.
5. ~~Eligible Projects:~~
 - A. ~~All aboveground publicly funded public buildings or public open space projects within City jurisdiction with a construction valuation of \$1,000,000 or more. This includes the development or renovation of all public facilities, as well as; parks, street medians, City gateways, public plazas and any other locations identified in the Master Plan for Public Art developed in accordance with Council direction.~~
 - B. ~~All construction or renovation projects of \$100,000 or more in facilities such as:~~
 - ~~Sunnyvale Community Center~~
 - ~~Sunnyvale Civic Center complex including Library and Public Safety Building~~

COUNCIL POLICY MANUAL

- ~~Fire Stations~~
 - ~~Columbia Neighborhood Center~~
 - ~~Neighborhood Park Buildings~~
 - ~~Water Pollution Control Plant and SMART Station~~
 - ~~Focal points and gateways into the community~~
 - ~~Any future City buildings that are comparable in nature~~
6. ~~Exempt Projects: All underground projects, utility (including water) projects, streets and sidewalks, trees and landscaping, utility relocation, seismic upgrades, mechanical and electrical work, traffic improvements (such as traffic lights, crosswalks and traffic calming measures), and construction due to fire or other natural calamities.~~
7. ~~Eligible Costs: Acquisition of artwork, staff and consultant costs associated with the acquisition and installation of the artwork, artist and design fees, artist travel, transportation and installation of artwork, lighting, landscaping directly associated with the artwork and identification plaques. Any costs related to utility relocations, site preparation and staff time directly associated with the installation of an artwork are also eligible.~~
8. ~~Non eligible Costs: Architect and engineering fees, site preparation (including utility relocation), landscaping, and public works and community development staff costs not directly associated with the artwork.~~
5. **Public Art Fund: A fund established to create community art projects or to purchase artwork for installation on the interior or exterior of public buildings, or other such public property, such as parks, the grounds of public facilities, or community gateways. The Public Art Fund is administered by the Department of Community Services and receives funding through in-lieu fees for art. Public Art Funds may be used to support eligible projects:**
- A. Create community art projects for **installation on public property.**
 - B. Install public art on public property such as parks or the grounds of public facilities such as the Community Center and Civic Center.
 - C. Install public art in the interior of public buildings that are deemed to be areas of concentrated public activity such as the lobbies and public areas of the Library, City Hall buildings and Community Center buildings.
 - D. Install public art at City gateways and focal points or other high profile locations identified in the Master Plan for Public Art.
 - E. **Install temporary or rotating art exhibits on public property.**
 - F. **Subsidize public art projects required through municipal construction projects and located on public property.**

COUNCIL POLICY MANUAL

6. ~~Project Valuation:~~ The City's building permit valuation formula as set forth in Title 16 of the Municipal Code will be used as the basis for calculating the required expenditure for public art. The formula is based on the building standards published by the International Conference of Building Officials. In the case of park and open space projects, the one percent (1%) requirement will be calculated based on the total project budget, excluding administrative costs.

107. ~~Artwork Valuation~~ ~~Required Expenditure Valuation:~~ When determining whether or not the 1% required expenditure has been met, the following costs can be included: calculating the value of an artwork to be incorporated into a public project, eligible costs include:

- A. The purchase price of the artwork
- B. Art consultant fees
- C. Travel costs for the artist
- D. Transportation of the artwork to the site
- E. Installation of the artwork
- F. Site preparation costs directly associated with installation of the artwork
- G. Landscaping that is integral to the artwork
- H. Pedestals or display costs
- I. Lighting for the artwork and utility fees associated with installation and/or operation of the artwork
- J. Identification plaque

Ineligible costs include:

- A. Land acquisition
- B. Site preparation
- C. Architect fees
- D. Fees associated with dedication ceremonies, publicity, or educational components
- E. Maintenance fees and repairs

- 8. ~~Public Art Collection:~~ The collection of artwork either donated to the City, or purchased through public funds, which is owned and maintained, in trust for the public, by the City of Sunnyvale.
- 9. ~~Deaccession:~~ The process to permanently remove an artwork from the City's Public Art Collection.
- 10. ~~Disposal:~~ Any method used to transfer ownership of the deaccessioned piece to another entity, either through sale, donation, trade or destruction.
- 11. ~~Conservation:~~ The broad concept of care necessary to maintain an artwork in good condition.
- 12. ~~Preservation:~~ Actions taken to prevent deterioration or damage in artworks.
- 13. ~~Restoration:~~ The treatment of deteriorated or damaged artwork to approximate as nearly as possible its original (or artist-intended) form, design, color and function.

Deleted: Public Art Fund: A fund established to create community art projects or to purchase artwork for installation on the interior or exterior of public buildings, or other such public property, such as parks, the grounds of public facilities, or community gateways. The Public Art Fund is administered by the Department of Community Services and receives funding through in-lieu fees for art. Eligible projects include:

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96.

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COUNCIL POLICY MANUAL

~~PROCESS~~ ART IN MUNICIPAL CONSTRUCTION PROJECTS

Eligible **municipal construction** projects are required to integrate public art. The artwork shall be located in publicly visible areas either inside a public building or on public property. ~~Eligible projects will be required to provide artwork valued at one percent (1%) of the valuation of an eligible project.~~ The artwork shall be valued at an amount equal to 1% of the project valuation within a variance of ten percent.

PROJECT ELIGIBILITY

Eligible Projects:

- A. All aboveground publicly funded ~~public~~ buildings or public open space projects within City jurisdiction with a construction valuation of \$1,000,000 or more. This includes the development or renovation of all public facilities, as well as; parks, street medians, City gateways, public plazas and any other locations identified in the Master Plan for Public Art developed in accordance with Council direction.

- B. All construction or renovation projects of \$100,000 or more in facilities such as:
 - Sunnyvale Community Center
 - Sunnyvale Civic Center complex including Library and Public Safety Building
 - Fire Stations
 - Columbia Neighborhood Center
 - Neighborhood Park Buildings
 - Water Pollution Control Plant and SMART Station
 - Focal points and gateways into the community
 - Any future City buildings that are comparable in nature

~~6.~~Exempt Projects: All underground projects, utility (including water) projects, streets and sidewalks, trees and landscaping, utility relocation, seismic upgrades, mechanical and electrical work, traffic improvements (such as traffic lights, crosswalks and traffic calming measures), and construction due to fire or other natural calamities.

~~The in-lieu fee alternative available to private developers applies to public construction projects at the discretion of the Director of Public Works. If the in-lieu option is exercised, the funds will be placed in the Public Art Fund for acquisition and installation of art on public property or in public buildings at a later date.~~

ASSIGNMENT OF RESPONSIBILITIES

~~4.~~The Director of Public Works and the Director of Library and Community Services, or their designees shall be responsible for identifying municipal construction and renovation projects that meet the conditions of this policy and will be required to provide public art.

The Director of Library and Community Services, or his/her designee shall be responsible for initiating public art projects that are not required through municipal construction, but that have

COUNCIL POLICY MANUAL

been designated as eligible for funding from the Public Art Fund, in accordance with the City's approved Master Plan for Art.

1. Review Process for Art in Public Places:

A. **Project review Committee:** ~~A project review~~ This committee will coordinate the public art component of an eligible municipal construction project, and shall consist of staff from the Departments of Public Works, Library and Community Services, and Community Development, as appropriate. ~~, will coordinate the public art component of an eligible municipal project.~~

B. **Location and Artwork Review:** Possible locations for the artwork and the type of artwork to be considered for the project shall be identified with input from the **Project Review Committee**, the Sunnyvale Arts Commission, **pertinent** city staff, interested citizens and project architects. Based upon this information, proposals will be solicited from qualified artists.

C. **Short List of Artists:** The Project Review Committee will be responsible for reviewing all art proposals and/or qualifications of artist applications. A short list of 2-5 artists and/or proposals will be established by the Committee. The short list shall have a minimum of two artists and/or proposals for consideration.

2. **Approval Process:**

A. **Report to Council (RTC):** A draft ~~Report to Council~~ **RTC** outlining the project and the short list of artists will be forwarded to the Arts Commission ~~with two or more qualified proposals~~ for review and recommendation prior to going to City Council for action.

B. **Council Approval:** ~~4-~~ Following Council approval of a specific art proposal, the Director of Library and Community Services, or the Director's designee(s), shall be responsible for coordinating the integration of the public artwork into the ~~capital improvement project.~~ **municipal construction project.**

3. **In-Lieu Fee Alternative:**

A. The in-lieu fee alternative available to private developers applies to public construction projects at the discretion of the Director of Public Works.

B. If the in-lieu option is exercised, the funds will be placed in the Public Art Fund for acquisition and installation of art on public property or in public buildings at a later date.

PERMANENT ART COLLECTION

~~5-~~ Artwork **approved for purchase or commission** ~~accepted~~ by the City Council shall become part of the City's **Public Permanent** Art Collection. All artwork in the collection will be documented in the City's Public Art Inventory and identified with a metal plaque. Oversight **and maintenance** of the Public Art Collection is the responsibility of the Department of Community Services.

DE-ACCESSIONING PLAN

COUNCIL POLICY MANUAL

Artworks in the City's Permanent Art Collection are meant to remain on public display. However, circumstances may deem it necessary to permanently remove works of art from the City's Permanent Art Collection.

1. Eligible Circumstances for De-accessioning:

- A. Security: The security or continued good condition of an artwork cannot be reasonably guaranteed in its current location. Arts staff will attempt to relocate any artwork deemed at risk for security purposes; but in the event a suitable, secure location cannot be found, the item may be de-accessioned from the collection.
- B. Public Safety: The artwork is a danger to the general public because it is naturally deteriorating, or it has been altered through vandalism, unforeseen man-made circumstances or a natural disaster.
- C. Inauthentic: The artwork is discovered to be inauthentic or fraudulent.
- D. Stolen Art: The artwork is discovered to be stolen, and therefore, is returned to its legal owner.
- E. Theft: The artwork is illegally removed from its place of public display and cannot be located.
- F. Damage Beyond Repair: The artwork has been severely damaged and deemed "beyond repair" by a professional art conservationist, or the artist, and it cannot be restored to the artist's original intended condition for a price less than is considered prohibitive.
- G. Change in the Permanent Art Collection's Mission: The artwork no longer meets the mission of the Permanent Art Collection due to a formal change in the Collection's Mission Statement.
- H. Loss of Site (Site Alteration or Sale of Site): The artwork can no longer reside in its original location because the original location is altered due to construction, a change of site usage, or sale of the site. Arts staff will attempt to relocate the artwork to a suitable site; however, lack of a suitable site, either now or in the foreseeable future, or if there is not suitable storage until a site in the foreseeable future is available, could merit deaccessioning.

For site-specific artwork, or permanently-affixed artwork, deaccessioning may be warranted without any attempt to relocate the artwork if it is deemed that the artwork cannot be moved without causing irreparable damage or the cost of relocating the artwork is considered prohibitive.

- I. Temporary Acquisition: The artwork is intended to be a temporary display and the City's obligation to display the artwork is complete.
- J. Excessive Representation: The artwork is deemed as duplicative or excessive in representation of work of that type or of that artist.
- K. Aesthetic Value: The artwork has not withstood the test of time and has been professionally determined to lack aesthetic value to justify its continued upkeep and/or storage.
- L. Content: Once the Artwork has been accessioned into the City's Permanent Art Collection, it may not be de-accessioned solely on the basis of content or personal preference of any staff member, commission or board member, or member of the public.

2. Assignment of De-accessioning Responsibilities:

COUNCIL POLICY MANUAL

- A. No city department shall remove any work of art from the site for which it was selected, nor remove it from display, without prior consent of the Director of Library and Community Services, or the Director's designees(s).
- B. The Director of Library and Community Services, or the Director's designee(s), is responsible for determining whether or not the artwork meets any of the above criteria for removal or de-accessioning.
- C. The Director of Library and Community Services, or the Director's designee(s), shall be responsible for oversight of the de-accessioning process.
- D. The Director of Library and Community Services, or the Director's designee(s), shall make every effort to contact the artist of the artwork recommended for de-accession, or the artist's heirs, using current contact information. The artist, or the artist's heirs, shall be given the opportunity to purchase the artwork, or its parts, before the disposal or destruction of the artwork.
- E. The Director of Library and Community Services, or the Director's designee(s), shall determine the purchase price of a de-accessioned artwork, based on current market value.
- F. In the event that the de-accessioned artwork is sold, the Department of Community Services will deposit the proceeds of such sale into the Public Art Fund of the City.
- G. In the event that the de-accessioned artwork is sold or donated, the removal of the artwork from city property shall be the responsibility of the purchaser or recipient of the donation and shall be of no cost to the City.
- H. De-accessioning and disposal of an artwork must be conducted publicly and formally with adequate documentation. It must also comply with all applicable local, state and federal laws.
- I. No current, or former, member of the Art Commission, City Council or City staff member shall be allowed to bid on and/or purchase a de-accessioned artwork.
- J. A permanent record of the artwork's inclusion in the City's Permanent Art Collection, and reasons for its removal, shall be maintained in a Permanent Art Collection database by the Department of Library and Community Services.

3. Process for De-accessioning Artwork:

- A. If an artwork is subject to any of the above conditions and deemed eligible for de-accessioning, the Arts staff will prepare a report for review and evaluation by the City's Arts Commission, which will prepare a formal recommendation to the City Council for action on the de-accession.
- B. The Staff Report shall include:
 - a) Reasons for the suggested de-accession
 - b) Original accession method(s) and cost of artwork
 - c) Estimated current market value of the artwork
 - d) Proposed de-accession method(s) and cost for each proposed method, including the sale price if applicable
 - e) When appropriate, photo documentation of the site conditions and/or current condition of the artwork in question
 - f) Official Police Report (if applicable)

COUNCIL POLICY MANUAL

(Adopted: RTC 02-136 (5/7/2002); Updated for accuracy (10/28/09); Amended: RTC _____
(8/14/2012).)

Lead Department: Department of Library and Community Services



PUBLIC ART COLLECTION

(Revised 04/2/12)

INVENTORY #	ARTIST & TITLE	MEDIUM	LOCATION
85.3	Judy Ackeret 'Only Flowers Bloom'	Watercolor	CC/Senior Center Cypress Room
88.2	John Battenberg 'Murphy Street Scene'	Painted Steel	CC/Orchard Heritage Park
85.4	Sandra Beard 'Untitled #2'	Monoprint	CC/Senior Center Manager's Office
85.5	Sandra Beard 'Untitled #3'	Monoprint	CC/CAC Art Storage - to be relocated
89.12	Douglas Chun 'Approaching Storm'	Watercolor	CC/Theater Lobby
89.11	Douglas Chun 'Valley Vineyard II'	Watercolor	CC/Theater Lobby
91.3	Lee Truax Dalton 'Portrait of Antone Vargas'	Oil on Canvas	CH/ Council Chambers Lobby
91.11	Elizabeth Devereaux 'Allegorical Landscape'	Stained Glass	Library
89.5	Joe Draeger 'August'	Lithograph	CH/Council Chambers
89.6	Joe Draeger 'Still Life with Artichoke Blossom'	Acrylic on Hardboard	CH/OCM Mayor's Office
80.2**	Carol Donegan 'Ghost in Silicon Valley'	Lithograph	CC/Senior Center Maple Room
91.13	Nancy Weeks Dudchenko 'It's a Symphony'	Ceramic	CC/Senior Center Lobby

ATTACHMENT F

INVENTORY #	ARTIST & TITLE	MEDIUM	LOCATION
84.1	Dan Dykes 'Matrix'	Stainless Steel	CC/Theatre Main Entrance
91.5	Sharon Evans 'Charles Spalding'	Graphite on Paper	CC/CAC Art Storage – to be relocated
88.1	Malou Flato 'Untitled'	Painted Tile	Raynor Activity Center/Bldg. 8
85.2	Gene Flores 'El Paso de los Suenos'	Bronze	CH/Lawn @ ECR & Mathilda
91.4	Alice Freund 'Walter Everett Crossman'	Pastel on Paper	CH/Council Chambers Lobby
76.1	D. Gabairis 'Seagulls'	Metal	CC/Senior Center Lobby
91.9	Bob Gerbracht 'Portrait of John Hendy'	Pastel on Paper	CC/Recreation Center Conference Rm
89.2	Matt Glavin 'Genesis #802'	Mixed Media	CH/OCM Mayor's Office
04.2	Gerald Heffernon 'Fruit Gigantica'	Painted Aluminum	Downtown Plaza/ Evelyn@Francis
97.2	Martin Hernandez 'Growth in the Valley'	Acrylic on Plywood	Raynor Activity Center/ Art Storage (Room 16) – to be reinstalled in CNC Lobby
97.1	Jane Hofstetter 'Romeo and Juliet'	Oil on Canvas	CC/CAC Art Storage – being repaired – to be reinstalled in Theatre Dance Studio
89.3*	Martha Hubert 'Night Passage: 2'	Monoprint	CH /Council Chambers
03.1	Gordon Huether 'Tree of Life'	Water-cut steel w/ dichroic glass	CC/Senior Center Main Entrance
03.2	Gordon Huether 'Forest'	Etched Glass	CC/Senior Center Lobby
89.4	Bill Iaculla 'Cathedral Windows'	Cast Handmade Paper	CH/(OCM) Hallway

INVENTORY #	ARTIST & TITLE	MEDIUM	LOCATION
06.1	Melissa Jennifer 'Pole People'	Steel, aluminum, glass	Raynor Activity Center/ Storage Rm 16-reinstall at CNC at the end of the expansion project
85.1	J. Seward Johnson 'Out to Lunch'	Bronze	Library Main Entrance
85.6	Judy Miller Johnson 'Angel's Trumpets'	Etching	CC/Senior Center Breakroom
85.7	Ellen Kiefer 'Purification'	Monoprint	CC/Senior Center Willow Room
88.3	Carlos Laorca 'Layer Painting #1'	Mixed media	CC/Meeting Room (CAC)
89.13	Lebadang 'Nature's Prey'	Lithograph	CC/Senior Center Maple Room
91.8	Sarah Linder 'Portrait of Martin & Mary Murphy'	Oil on Canvas	CC/Recreation Center Conference Rm
91.14	Yael Luri & Jean Pierre Larochette 'Unfolding Knowledge'	Cotton, Wool, Silk, Tapestry	Library Reference Desk
85.8	Sandra MacDiarmid 'Waijimi Market, Japan'	Oil on Paper	CC/CAC Art Storage – to be relocated
04.2	Therese May 'Sunnyvale Community Quilt'	Fabric with mixed media	CC/Senior Center Hallway
89.1	Sal Pecoraro 'Omaggio A Tempo'	Travertine marble and bronze	CC/Upper Pond
81.2**	Carol Pfoutz 'Community Center Oak'	Clay Collage	CH/Council Chambers
87.1	Virginia Pochman 'Lily Pond'	Watercolor	Library
83.1*	Frank Rosen 'Metamorphosis of an Uncommercial Traveler'	Oil on Canvas	CH/Council Chambers
91.7	David Saccheri 'Charles Stowell'	Oil on Canvas	CC/Rec Center Conference Rm
91.12	Robert Salas 'Lakewood Community Mural'	Water-based Tempera	Lakewood Park Playground

INVENTORY #	ARTIST & TITLE	MEDIUM	LOCATION
10.01	Lydia Sanchez "Sunnyvale Community Mural"	House Paint on concrete	Fair Oaks Park NE field
91.2	Susan Schary 'Portrait of Ida Trubschenck'	Oil on Canvas	CH/Council Chambers Lobby
85.10	Joan Schulze 'Bridge to Bridge'	Fabric Collage	CC/Senior Center Waiting Area
85.11	Joan Schulze 'Flight'	Fabric Collage	CC/Senior Center Waiting Area
85.12	Joan Schulze 'Sunstorm'	Fabric Collage	CC/Senior Center Waiting Area
91.6	Robert Semans 'Edwina Benner'	Oil on Canvas	CH/Council Chambers Lobby
91.10	Robert Semans 'Portrait of Alillion Wilhelmy'	Oil on Canvas	CH/Council Chambers Lobby
89.7	Kathleen Sharp 'Portal Study'	Textile	CC/CAC Art Storage – to be relocated
99.1	Danny Sheu & Jeff Bordona 'Untitled'	Ceramic Tiles	Lakewood Park Park Building exterior
98.4	Danny Sheu & Jeff Bordona 'Untitled'	Ceramic Tiles	Washington Park Restroom exterior
98.1	Dan Snyder (Island Fantasy) Untitled	Brass Inlays	Washington Park Playgrounds
89.9	Mark Templeton 'Untitled'	Watercolor Collage	CH/OCM Lobby
89.10	Mark Templeton 'Untitled'	Watercolor Collage	CH/OCM Lobby
85.13	Susan Terry 'Forget Me Nots'	Watercolor	CC/CAC Arts Storage
89.10**	Susan Terry 'Hendy Iron Works'	Watercolor	CC/CAC Art Storage
85.14	Susan Terry 'Tulips'	Watercolor	CC/CAC Art Storage
80.3**	Susan Terry 'Twin Palms, Downtown Sunnyvale'	Watercolor	CC/Senior Center Sequoia Room

INVENTORY #	ARTIST & TITLE	MEDIUM	LOCATION
80.3**	Susan Terry 'Watertower at California and Mathilda'	Watercolor	CC/CAC Art Storage
91.1	Marilyn Thompson 'Portrait of Carl & Hannah Olson'	Oil on Canvas	CH/Council Chambers Lobby
96.1	Earlyn Tomasini 'Mass Transit'	Painted Steel	Public Safety Main Entrance
08.1***	Flo Oy Wong 1933: Gee Lai Wah" "Made in usa: Angel Island Shhh" series	Mixed Media	CC/Senior Center Sequoia Room
79.2**	Naomi Zapanta 'Roots'	Etching 3/20	CH/Council Chambers

CH – City Hall CC – Community Center CAC – Creative Arts Center OCM – Office of the City Manager
 * Donated by Members of the City Council **Sunnyvale Purchase Award *** Donated by artist

H:khd/Permanent Collection/Public Art Inventory

Public Art In Lieu Fee Survey – BayArea Cities

Agency	In Lieu Fee Option?	Conditions under which In Lieu Fee can be Utilized	Public Art Master Plan?	Acceptable Public Art Fund Expenditures
City of Alameda	Yes 1%	Any	n/a	Public Art placement, acquisition, maintenance and/or administrative fees
City of Emeryville	Yes 1%	Any	n/a	Public Art placement, acquisition, maintenance and/or administrative fees
City of Napa	Yes 1%	Any	Yes**	Public art programming and temporary exhibitions**
City of Petaluma	Yes 1%	Any	no	Public Art placement, acquisition, maintenance and/or administrative fees, and public exhibitions of art
City of San Jose	Yes* n/a	Any*	Yes	Any art or cultural programs.
City of Santa Rosa	Yes 1%	Any	No	Public artworks, cultural programming, staffing costs and future reserves
City of Sunnyvale***	Yes 1%	Only if the site lacks an appropriate place for art, or other extenuating circumstance. Must be approved by Director of Community Development	No	Public art or Visual Arts programs
City of Walnut Creek	Yes n/a	Only if the site lacks an appropriate place for art, or other extenuating circumstance. Must be approved by Design Review Committee	Yes (Priority List)	Fees must be used for public art project within “project zone”

*Private Development was required through the Redevelopment Agency. In Lieu Fees were permitted.

**Master Plan for Public Art is currently being developed.

***City of Sunnyvale is included in this survey for reference.

April 2012 H:AIPD/In lieu file

PUBLIC HEARINGS/GENERAL BUSINESS

2. Draft Report to Commission: Review Effectiveness of Existing Art in Private Development In-lieu Fee Option – Study Issue

Superintendent Steward presented the staff report. In response to a question about the place in the decision-making process, Superintendent Steward said it is the Commission's role to review the information and formulate their own recommendation to Council.

A support letter from Ms. Kerry Haywood, Executive Director, Moffett Park Business Group, was distributed.

Commissioners' questions included whether funds resulting from in-lieu fees could be used for a visual arts facility; whether it would be an additional burden on staff to monitor; whether the City would put artwork on private property if the developer chose not to; if developers and property owners are allowed the unrestricted choice to either place public artwork or contribute an in-lieu fee, should there sometimes be qualifications for having public artwork instead of the in-lieu fee option. Questions were responded to satisfactorily.

Superintendent Steward thanked Diane Moglen, Arts Manager, and Kristin Dance, Visual Arts Coordinator, for the work and energy that they put into this study.

The Public Hearing was opened. There were no speakers. The Public Hearing was closed.

MOTION: Commissioner Sumner moved and Commissioner Santos seconded to recommend that Council support staff's recommendation, Alternatives 1, 2 and 3.

1. **Allow developers and property owners the flexibility to choose without limitations whether to place public art on their development sites or to contribute to the City's Public Art Fund an in-lieu fee consistent with 1% of the construction valuation of covered projects. Approve amendments to Municipal Code 19.52 Art in Private Developments and Council Policy 6.4.3 - Art in Private Development.**
2. **Approve fee of an additional 1/10th of a percent (0.1%) of construction valuation of covered projects to be placed in a separate Art Maintenance Fund to provide resources for repair and maintenance of art purchased with in-lieu fees.**
3. **Approve amendments to Council Policy 6.4.4. Art in Public Construction and direct staff to:**
 - **Implement guidelines for deaccessioning artwork from the City's Permanent Art Collection;**
 - **Develop guidelines to further define the parameters under which the Public Art Funds can be used;**
 - **Direct staff to develop a Master Plan for Public Art to identify potential public art projects and prioritize public art locations for funding, and;**
 - **Change title of policy to *Art in Public Places*.**

Discussion included the fact that the new policy would provide developers and property owners with choice and flexibility. Commissioners also indicated it would be very interesting and exciting to have a Public Art Fund. Commissioners discussed that there are no clear guidelines at this time as to how the in-lieu fees would be used. A downside would be that commercial properties might not have artwork if the business or developer chose the in-lieu fee option. Superintendent Steward explained that public art could still be required by City Council through a Special Development Permit or as a condition of development.

Commissioner Karun proposed a friendly amendment regarding exceptions to choosing the in-lieu fee option if developers meet certain criteria to be determined at a later time. Discussion followed as to how the friendly amendment could be formulated. The friendly amendment was declined by Commissioner Sumner following lengthy discussion.

VOTE: 4-1 motion passed. Commissioner Karun dissented.

Commissioner Karun dissented because she does not believe that developers should have complete flexibility to choose either artwork or in-lieu fee. Developers should be required to have artwork on site, and the in-lieu fee would give developers the option of not putting artwork on property.

Commissioner Park said in this situation, economic climate and in the best interests of the City, she would be comfortable going with staff's recommendations. She added that the in-lieu fee option would also make the City more attractive to developers.

3. **Location:** **City-wide**
- Proposed Project:** Review Effectiveness of Existing Art in Private Development In-Lieu Fee Option – Study Issue
- Staff Contact:** Nancy Steward, 408-730-7342
nsteward@ci.sunnyvale.ca.us
- Notes:** *This item is scheduled to be considered by City Council on August 14, 2012.*

Nancy Bolgard Steward, Superintendent of Community Services, presented the staff report.

Comm. Hendricks referred to a letter provided on the dais from the Moffett Park Business Group confirming with staff that this group is not in support of staff recommendation Alternative 2 regarding a .1% additional fee for developers exercising the in-lieu option. Comm. Hendricks discussed the recommended alternatives in the report with Superintendent Steward.

Comm. Melton discussed with Superintendent Steward the limited number of people showing up for outreach meetings and the outreach meeting with the Moffett Park Business Group. Comm. Melton discussed with staff the recommended Alternative 1, which would allow more flexibility to developers to pay in-lieu fees. Staff said they do not know whether developers would choose to pay the in-lieu fee or provide art. Comm. Melton referred to page 5 of the report and provided a summary of the proposed flexibility to be allowed for developers to either provide artwork versus paying in-lieu fees, and related legal aspects. **Kathryn Berry**, Senior Assistant City Attorney, further discussed the legal aspects including nexus studies and fee mitigations. **Diana O'Dell**, Senior Planner, added that the proposed in-lieu fee is not being classified as a mitigation fee, but would be a cash equivalent option for developments. Comm. Melton asked staff if, hypothetically, the in-lieu fees could be used towards providing an art museum. Superintendent Steward said this question came up recently and has been posed to the City Attorney's office, however a formal opinion has not yet been provided. Superintendent Steward said this question comes up every few years and discussed the previous outcomes to the question.

Comm. Sulser discussed with staff Attachment G regarding in-lieu fees in other cities, confirming that these are the only cities that responded to the survey, which does not include many of our neighboring cities.

Vice Chair Dohadwala discussed with Superintendent Steward the 1% fee. Ms. O'Dell said the 1% fee information is included in the zoning ordinance with Superintendent Steward referring to Attachment C, page 2, Chapter 19.52.030 of the proposed ordinance. Vice Chair Dohadwala asked if there are projects for public art waiting to be funded. Superintendent Steward said yes and discussed projects and funding.

Comm. Hendricks referred to page 10 of the report and clarified with staff that the in-lieu fees could go towards art anywhere in the City and not just in the project zone.

Chair Larsson discussed with staff the decision makers for whether art has to be provided. Staff discussed the process for various scenarios related to providing art. Chair Larsson asked

if there is there flexibility to collect and use in-lieu fees in private development areas. Superintendent Steward said no, that the way the use of in-lieu fees is currently envisioned, that would not be an option as the in-lieu fees become public money.

Comm. Hendricks discussed with staff if the Planning Commission would have the flexibility to require art from possibly a mixed-use project even if the size or scale of the project did not require it. Superintendent Steward said the Planning Commission could request it, but could not require it. Staff said if that is desired the regulation would need to be rewritten to include residential development. Comm. Hendricks said that in the future the City might want to look at this with Superintendent Steward saying she could include the issue in her tickler file and that the Commission might want to suggest a study issue.

Chair Larsson confirmed with staff that including residential now would be outside the scope of this study issue.

Chair Larsson opened the public hearing.

Pat Castillo, a member of the public, said speaking as a resident only, she would like to ask the Planning Commission to heartily support the changes proposed in the ordinance. She discussed some of the history from the 1990's of this issue. She said she knows money is tight; however it is also important that we have art. She discussed the importance of the use of a variety of art. She said she has no problem adding the additional percentage to deal with maintenance and hopes the Commission supports the staff report.

Comm. Melton asked Ms. Castillo to comment about staff recommendation Alternative 1, explaining why and how he is struggling with the recommendation. Ms. Castillo commented on Comm. Melton's question.

Chair Larsson closed the public hearing.

Comm. Melton discussed with staff the involvement of the Arts Commission, which provides final approval for private art with staff saying that the decision can be appealed to Council.

Chair Larsson discussed with staff the criteria the Art Commission uses in making their decisions, with staff saying it is very specific.

Vice Chair Dohadwala discussed with staff the various mechanisms of funding for public arts.

Chair Larsson commented about the accounting of funds collected recently, and confirmed with staff that not much has been spent. He said with the proposed changes the City could collect in-lieu fees but not spend them. He said it seems like the Master Plan is the answer to this concern with Superintendent Steward confirming, yes, that it is an important tool and would help set criteria and priorities for spending the in-lieu fees including the type of art, location.

Comm. Hendricks moved to recommend to City Council Alternatives 1, 2 and 3 as shown in the report. Comm. Sulser seconded.

Chair Hendricks said he is happy to make this motion. He said he thinks this is great. He said a lot of the proposed clean-up, and the other part is regarding in-lieu fees. He discussed a couple of recent projects and art related to the projects. He said he likes the flexibility in the changes and hopes that developers do not just start paying the in-lieu fees as a default. He said the intent is to still have art on sites and hopefully the Planning Commission can encourage developers to provide the art. He said he still has some question on the .1% maintenance fee.

Comm. Sulser said most of the proposed changes are common sense. He said he likes the in-lieu fee option and that it potentially makes more public art available. He said this could allow art to be redistributed to other parts of Sunnyvale. He said he also does not want to see every developer choose to pay the in-lieu fee.

Comm. Melton requested of the maker of the motion that the motion be split into two separate motions. He said he would like Alternative 3 to be one motion and then a second or even a third motion to vote on the alternatives separately. Comm. Hendricks asked why, with Comm. Melton explaining that it would allow him to more precisely register his recommendation. Chair Larsson suggested he could offer a Friendly Amendment. Comm. Melton offered a Friendly Amendment to amend the motion to speak solely to Alternative 3. He said he still has reservations about Alternative 1 and 2 and has no reservations about Alternative 3. The maker of the motion did not accept the Friendly Amendment, and said however, he would recommend that the Commission vote against his motion if they would prefer to separate the Alternatives. Comm. Melton said he understood. Chair Larsson suggested to Comm. Melton that a formal amendment could be offered. Comm. Melton said he would rather have his comments provided for the record and proceed with a vote. Comm. Melton commented that he likes the original purpose of art in private development with the humanizing of the corporate developments, and would like it to continue. He said he echoes Comm. Hendricks and Comm. Sulser's concern about the developers preferring to pay the in-lieu fees and no longer providing the art. He said he would not be supporting the motion.

Chair Larsson said he would be supporting the motion. He said he shares the concern that developers may go for the in-lieu option and we would not have the art in private development we would like. He said that for him the key is the Master Plan that sets out a vision for what we would like to do with art in the City. He said if we receive too much money, the City could stop excepting the in-lieu fees. He commented that he is not sure if the Master Plan is the appropriate place to talk about the balance of public or corporate art.

Comm. Hendricks acknowledged the concerns of Comm. Melton. He said he thinks there is mitigation. He said most of the affected projects would come before the Planning Commission, and the Commission would have an opportunity to talk to the developers. He said if we see a pattern we can ask staff to look at. He commented that he has seen projects that the art does not fit appropriately.

Vice Chair Dohadwala said she would be supporting the motion. She said she agrees with Comm. Melton that we may suddenly see less art in corporate areas. She discussed Moffett Park and said she thinks the developers would keep the 1%. She says she likes that staff has some flexibility. She said she would like to explore other avenues for funding for public art. Vice

Chair Dohadwala said she would like money dedicated towards particular public projects. Superintendent Steward commented that the kind of tool to dedicate to projects is not in place right now, however if the modification is approved the next step would be to develop the tool to prioritize where we want to use these funds.

ACTION: Comm. Hendricks made a motion to recommend to City Council Alternatives 1, 2 and 3 as shown in the report on pages 13 and 14: Alternative 1 regarding allowing property owners to make an in-lieu contribution to the City's Public Art fund, instead of placing art on site, even when there is an appropriate location for art; Alternative 2 regarding adopting an additional 1/10th of a percent fee for developers exercising the in-lieu fee option; and Alternative 3 regarding approving amendments to Council Policy 6.4.4., Art in Public Construction including recommendations to staff. Comm. Sulser seconded. Motion carried, 4-1, with Comm. Melton dissenting and Comm. Chang and Comm. Kolchak absent.

APPEAL OPTIONS: This recommendation will be forwarded to City Council for consideration at their August 14, 2012 meeting.



Master Plan for Public Art

Created in cooperation with the Cultural Planning Group
August 2020



Sunnyvale

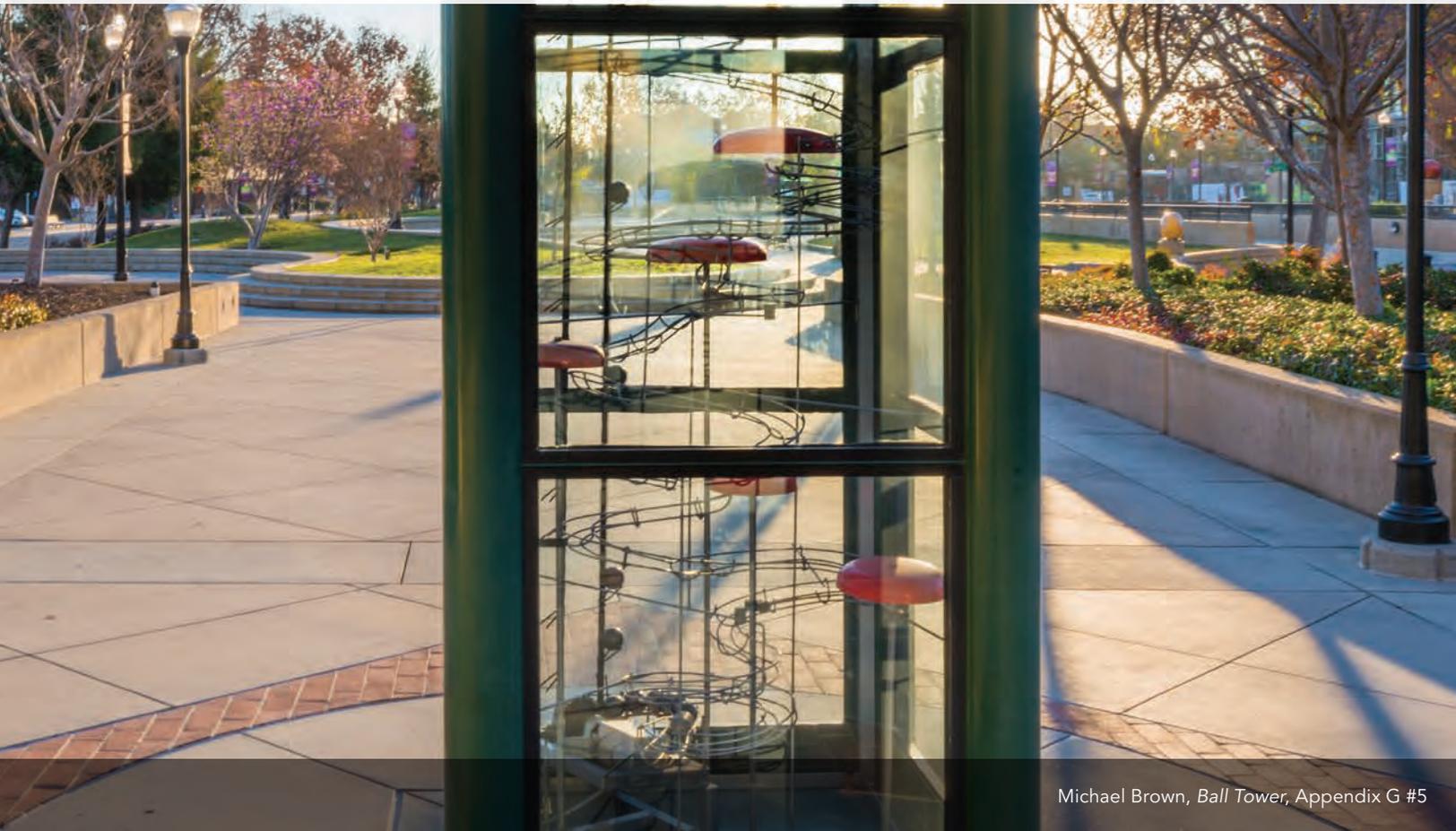
A large, modern, metallic sculpture in the shape of a sphere with a rectangular cutout. The sculpture is made of a light-colored metal, possibly aluminum or stainless steel, and has a smooth, reflective surface. The rectangular cutout is positioned vertically and is framed by a dark border. Through the cutout, a bright yellow and green scene is visible, suggesting a reflection or a view through the sculpture. The sculpture is set on a green lawn in front of a paved parking lot with several cars parked. The sky is a clear, light blue.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	2
BACKGROUND	
The Community.....	7
Arts Facilities.....	7
Supporting Programs and Partnerships.....	8
Special Events.....	8
Arts Commission	8
Guiding Policies.....	9
History of Public Art.....	11
Public Art in Sunnyvale	11
THE MASTER PLAN PROCESS	
Community Outreach	13
Internal Stakeholders	13
External Stakeholders	14
Task Force	14
Business Community.....	15
Community Responses	16
Perceptions of the Current Public Art Program	16
Suggested Locations for Public Art.....	17
Community Input on Sunnyvale’s Character.....	17
Opportunity Through Sunnyvale’s Character	19
GUIDING VISION, PRINCIPLES AND OBJECTIVES	
Introduction.....	21
Vision.....	21
Principles.....	22
Master Plan Objectives	23
City Council Study Session	23
OBJECTIVES	
OBJECTIVE 1: Broaden the scope of the public art programs.	25
OBJECTIVE 2: Enhance the management of the public art programs.....	28
OBJECTIVE 3: Encourage involvement of the Arts Commission and community in the public art process.....	29
OBJECTIVE 4: Develop web-based and self-guided tour programs for the public and private art in Sunnyvale.	30
OBJECTIVE 5: Incorporate a systematic approach to conservation and maintenance of the City’s public art collection.....	31
OBJECTIVE 6: Update Sunnyvale codes, policies and procedures to align with the Master Plan for Public Art.	32
APPENDICES	
Appendix A. Public Art Funding Chart.....	A1
Appendix B. Art in Private Development Allocations (2013-2019)	B1
Appendix C. Stakeholder Meetings Attendees	C1
Appendix D. Public Outreach Attendees.....	D1
Appendix E. Art in Public Places Permanent Collection.....	E1
Appendix F. Art in Private Development Collection	F1
Appendix G. Implementation Strategy Options	G1
Appendix H. Sunnyvale MPPA Community Engagement Summary.....	H1



EXECUTIVE SUMMARY



For decades, Sunnyvale has been supporting the arts and the benefits art provides for the community. When the City and community expressed a strong interest in providing a variety of arts programs and studios for the community as part of the development of the Sunnyvale Community Center in the early 1970s, two buildings dedicated to the arts were included: The Sunnyvale Theater and Creative Arts Center. In addition to these facilities, the City dedicates \$1.3 million, providing for 4.5 full-time staff which offer arts programs and services, including: dance, theater, visual and digital art, pottery, music and special events.

“It is the City’s intent to develop a collection of art that is of the highest quality; that will encompass a broad range of artistic styles and media; that will improve the quality of life in the community and be a source of pride to all residents.”

In addition to the arts programming offered through the Library and Recreation Services Department, the City of Sunnyvale has designed a public art program to bring art to the City and its residents. The current public art program has two components:

with 84 separate artworks owned and maintained by private parties. The in-lieu fee option has generated nearly \$500,000 to fund City-owned public art projects.

- The Art in Private Development (AIPD) program designates 1% of development project funds to support artwork in the community. Private developers can choose to incorporate art into their projects or contribute an in-lieu fee to the Public Art Fund. As of today, the AIPD program has completed 70 projects,

- The Art in Public Places program brings art to public areas such as parks, community centers and other City-owned spaces. The City currently owns and maintains 62 pieces of acquired art, including: paintings, tapestries, stained glass, ceramics, sculptures and murals. These works of art were acquired through capital project allocations, donations, awards and general funds.



Cliff Garten, Illuvium, Appendix F #29

A substantial majority of art program activity, in terms of financial commitments, has been from private development projects, primarily located in North Sunnyvale. While many of these projects are of very high quality, they are largely unknown to the residents of Sunnyvale, since they are located on private property in a predominately industrial area. While the Public Art Fund currently has an approximate balance of \$500,000, the City does not have a clear process to spend those funds to reflect community desires.

As the field of public art evolves, so do municipal public art programs. A Master Plan for Public Art (MPPA) will provide options for the City to broaden the scope of public art programs and shift the boundaries of current policies to address community vision and aspirations.

In November 2016, the City of Sunnyvale issued a Request for Proposals to develop a Master Plan for Public Art, and hired the Cultural Planning Group to consult on the project. The goal was to create a highly visible program aligned with City policy and residents' vision for their community. This plan provides options for broadening the scope of public art programs, updating current policies, enhancing the management of public art programs, addressing public art collection maintenance and conservation, improving the marketing and visibility of the programs and activating the Public Art Fund. The program and associated funding options presented in this plan for Council consideration include:

Option 1. Maintaining current AIPD in-lieu fees and General Fund contribution

- This option continues current levels of support, to spend down the nearly \$500,000 balance of the Public Art Fund, along with the addition of a few low cost initiatives outlined in the Master Plan for Public Art, as well as the Public Art Fund.



Peter Hazel, *Influence (and) Arrival*, Appendix E #22

Option 2. Public Art Expansion through increased AIPD in-lieu fee incentive

- This includes a combination of Option 1 with an increase to the incentive for developers to select the in-lieu AIPD option by either:
 - a. Increasing the art requirement percentage from 1% to 1.5%, while maintaining the current in-lieu fee option of 1.1%; or
 - b. Maintaining the current art requirement percentage of 1% while lowering the in-lieu fee option from 1.1% to 0.75%.

Two other possibilities (Options 3 and 4) were considered, but are not recommended given budget reductions to the General Fund resulting from the COVID-19 pandemic:

Option 3. Public Art Expansion through increased General Fund contribution

- This includes a combination of Option 1, with an increase of General Fund Service Level Setaside Funding to support various objectives outlined in the Master Plan for Public Art.

Option 4. Public Art Expansion through increased AIPD in-lieu fees and increased General Fund contribution

- This includes a combination of Options 1-3 with an increase of General Fund contributions and increase AIPD in-lieu fee incentives to support all objectives outlined in the Master Plan for Public Art.





BACKGROUND



THE COMMUNITY

Sunnyvale is a distinctive place, a city with a beautiful natural environment, a rich history and an extraordinary presence as the self-described “Heart of Silicon Valley.” Its history is one of continuous change and adaptation, and it is this capacity for successful adaptation that is a defining feature. Sunnyvale has an enviable quality of life as a suburban community that has become an affluent part of the larger high-tech region.

Sunnyvale has experienced cultural and economic eras of Native American settlement, agriculture, industry and the new economy, each leaving a unique imprint on the City. These agricultural roots and the planned environment remain part of Sunnyvale’s story today, which is reflected in the preservation of the Heritage Orchard and in the strong value the community places on inclusion, the environment and sustainability.

The development of Sunnyvale as a modern city began with the arrival of the railroad and the layout of a grid around Murphy Station. The guiding concept was to make Sunnyvale a “complete city,” where people can live, work and play, rather than a primarily residential or resort community. This concept remains the foundation of what Sunnyvale is and strives to become through its planning and governance.

Since the 2011 General Plan adoption, Sunnyvale has continued its trajectory as a technology and new economy center, as shown with the 2018 opening of a new Apple campus and the expanded presence of Google, LinkedIn, Amazon, Juniper Networks, Facebook and other technology companies.

ARTS FACILITIES

Sunnyvale’s long-standing support of the arts began in 1972 when the Sunnyvale Community Center was constructed. Included in the design of the Community Center were two buildings dedicated to the arts: Sunnyvale Theater and Creative Arts Center.

The theater building houses a 200-seat theater featuring shows produced by resident theater groups. In 2014, the theater was updated to include a state of the art sound board and LED lighting system. Highlights of the theater’s programming include:

- **Evenings of Cultural Arts:** This concert series is produced in-house and features 6-8 shows per season spotlighting a wide variety of genres and styles.
- **Sunnyvale Community Players:** Since 1969 this volunteer, community-based theater group has written and produced 4-5 shows annually, entertaining an estimated 8,000 patrons each year.
- **Bay Area Children’s Theater (BACT):** Joining the theater line up in 2018, BACT produces 3-4 shows annually for elementary aged field trips, in addition to repertory camps for youth during the summer months.
- **Musical Theater Camp:** Continuing the City’s long-standing musical theater camp experience, BACT now provides programming for youth and teens to develop, rehearse and perform original scripts each summer.
- **Rentals:** The theater hosts an average of 30 community dance, performing arts and corporate groups annually.
- **City Events:** The theater is utilized by other City departments for internal events, such as: swearing in ceremonies and graduations for public safety officers, NOVA workforce seminars and trainings, the Sustainability Speaker Series offered through Environmental Services Department, staff development trainings and Library Storytime.

In 1992, a dance studio was added to the northeast side of the theater to meet the increased demand for youth and adult dance programs. Today the dance studio is utilized for an average of 17,220 hours annually hosting classes, rehearsal and drop in dance program space for community groups.

The Creative Arts Center was designed to offer a variety of arts programming inspired by the beautiful scenery of the Sunnyvale Community Center. Currently, the facility provides programming for more than 59,000 participant hours annually.

- **Pottery Studio:** Housing one of the largest pottery programs in the Bay Area, the studio produces an estimated 36,000 works annually.
- **Painting Studio:** This studio is equipped with full-sized easels, natural lighting and scenic views of the Community Center pond, while offering: painting, drawing and mixed media classes for all ages.
- **Performing Arts Program Room:** Youth music classes, including piano, guitar and rhythm classes are offered year-round.
- **Arts Program Room:** Preschool art, glass fusing and arts camps are offered year-round.
- **Fine Arts Gallery:** Before closing, in 2005, the gallery space hosted 6-8 annual exhibits (over 100 total exhibits) featuring a wide variety of established and emerging artists, including youth and local artists.

SUPPORTING PROGRAMS AND PARTNERSHIPS

In addition to the robust classes and programs offered at the Community Center facilities, the City has undertaken a number of art partnerships and supporting programs:

- **Arts in Schools Program:** Partnering with the Euphrat Museum of Art at DeAnza College, the program offers free after school art programming at Sunnyvale elementary schools.
- **Library Art Programs:** In partnership with the Friends of the Sunnyvale Library, the Library hosts a myriad of free arts-related programs, such as: craft programs for all ages, monthly film groups, art contests, family story time hours, maker services as well as music and dance performances.

- **Heritage Park Museum:** In partnership with the Sunnyvale Historical Society, the museum is a replica of the Martin Murphy house located on City property at the Sunnyvale Community Center site. After opening its doors in 2008, the museum continues to produce exhibits from its large collection of historical artifacts special to Sunnyvale's history.

SPECIAL EVENTS

Currently, the City hosts two special events per year:

- **Hands on the Arts:** Established in 1985, this event is the largest hands-on arts festival for children in Northern California and is Sunnyvale's marquee special event. Last year was the festival's 34th year with an estimated 1,700 children in attendance. The festival endorses the STEAM (Science, Technology, Engineering, Art and Mathematics) initiative and features a performing arts stage, food court and roaming entertainment.
- **State of the City:** Over the past four years, the annual Mayor's State of the City address has grown into a larger street festival that includes a substantial arts presence, family fun zone and a community organization zone. The 2019 festival included a family chalk art zone, cultural arts performances and live mural demonstrations by five professional artists.

ARTS COMMISSION

The five member Sunnyvale Arts Commission was appointed in 1990 to advocate for arts and advise the City Council on arts policy. Through the years, the commission has overseen Sunnyvale's two public art programs (Art in Private Development and Art in Public Places) and the permanent art collection. The commission has also advised on budgetary matters, related to special projects and hosted art projects at the annual Hands on the Arts festival.

GUIDING POLICIES

The City's General Plan outlines goals meant to enhance the City aesthetically: "...acquire public artworks that contribute to the public identity of outdoor spaces and provide pleasure and enrichment for Sunnyvale residents."¹ Many of Sunnyvale's public art works were installed under the Art in Private Development program, and the residents and visitors are not aware of them due to their placement in predominantly industrial areas residents do not typically visit.

"It is the City's intent to develop a collection of art that is of the highest quality; that will encompass a broad range of artistic styles and media; that will improve the quality of life in the community and be a source of pride to all residents."²

Current policies pertaining to public and cultural arts can be found in Appendix G. Specifically, Council Policies 6.4.1 (Arts – Goals and Policies) and 6.4.4 (Art in Private Development) address public art and call for the creation of "an aesthetically pleasing environment for Sunnyvale through use of functional and decorative art."

1 City of Sunnyvale General Plan, <https://sunnyvale.ca.gov/government/codes/plan.htm>

2 City of Sunnyvale Council Policy Manual, 6.4.2 (Art Loans and Gifts), <https://sunnyvale.ca.gov/government/codes/manual.htm>





Larry Kirkland, *Garden Gifts*, Appendix F #55

HISTORY OF PUBLIC ART

“Public art has many functions – it expresses community values, enhances the environment, transforms a landscape, heightens awareness of community concerns, or questions assumptions. Public art commemorates local history and traditions. Placed in public sites, the art is intended for everyone, a form of collective community expression. Public art reflects how we see the world, the artist’s response to our time and place combined with our own sense of who we are.”³

Since the creation of the first percent-for-art program in Philadelphia in 1959, hundreds of cities, counties and states have followed suit. In their earliest efforts, public art programs took the form of a “Museum without Walls.” The works collected were gallery art blown up to a larger scale and placed in public spaces. Later, in the 1970s, artists began to create site-specific art, works that were designed for specific places. During that same period, artists began working with architects and engineers as a part of project design teams. This allowed for greater integration of the art into buildings and public spaces. Public artists in the 1980s and the 1990s became increasingly interested in direct engagement of the community in the development of their projects.

Most recently, public art has come to be an essential element in placemaking, social practice and the creation of vibrant and economically successful communities. Public art has become a powerful tool or partner in achieving other civic goals, such as economic development, city identity, community engagement, equity, revitalization and placemaking. As the field evolves, so do city public art programs. Additionally, public art has been used as a social platform seeking to address social and political issues in the local, national and global arenas, such as the environment, gang intervention, inclusion and immigration.

PUBLIC ART IN SUNNYVALE

In addition to the comprehensive arts programming offered through the Library and Recreation Services Department described previously, over the past 30 years Sunnyvale has built a strong public art program providing art to the City and its residents:

- The Art in Public Places program (AIPP) brings art to public areas such as parks, community centers and other City-owned spaces. The City of Sunnyvale currently owns and maintains 62 pieces of art, including: paintings, tapestries, stained glass, ceramics, sculptures and murals. These works of art were acquired through capital project allocations (1%), donations, awards and general funds.
- The Art in Private Development program (AIPD) designates 1% of private development project funds to support artwork in the community. Developers can choose to incorporate art into their projects or contribute an in-lieu fee to the Public Art Fund to support City-managed art projects. As of February 2020, the AIPD program has completed 70 projects, with 84 separate artworks commissioned by private parties. The in-lieu fee option is available and to date has generated nearly \$500,000 for City managed public art projects.

Both programs represent a variety of artists, types of imagery and overall, showcase extraordinary artistry; however, improvements are needed to enhance the visibility and accessibility of the City’s public art, as well as to ensure a wide representation of community interests and values.

³ This definition of public art was developed by The Cultural Planning Group and the Americans for the Arts (AFTA), a national arts service organization, for a public art research project sponsored by AFTA.



THE MASTER PLAN PROCESS

COMMUNITY OUTREACH

The Master Plan for Public Art initial community engagement process spanned June through October 2017 and included over 1000 participants. The process provided multiple entry points for community residents and stakeholders through a community survey, community-based conversations, meetings and interviews.

The Cultural Planning Group employed a triangulation research methodology for the planning process (a combination of quantitative, qualitative and secondary research) ensuring genuine and deliberate engagement with a broad cross section of Sunnyvale's community members and stakeholders. The intent of the research was to gather residents' opinions, attitudes and preferences about public art in the Sunnyvale community and to review existing policies to identify the strengths and weaknesses of the current programs, as well as direct development of the new Plan.

The project team and staff conducted:

- 20 individual stakeholder interviews
- 10 community discussion groups
- Three community meetings and various pop-up meetings
- An online community survey (787 completed)
- Arts Commission and City Council presentations
- Task Force formation, meetings and presentations
- Core Team meetings

The goals of community engagement were to:

- 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

INTERNAL STAKEHOLDERS

During the research, the consultants spoke with many City Department Directors and representatives about how their work or personal lives intersect with the Public Art Program (City Manager, Assistant City Manager, Chief Information Officer, Economic Development Manager, Director of Community Development, Director of Public Works, Assistant Director of Public Works, Communications Officer). In general, City representatives were very supportive of public art.



Cliff Garten, Auras, Appendix F #26



Troy Pillow, Alignment, Appendix F #69

Some specific opportunities emerged from the consultants' conversations with City representatives, such as:

- Utilizing public gathering spaces for public art (i.e., parks, downtown, etc.)
- Seizing opportunities for art with development of new public facilities
- Pooling funds to create more impactful artworks such as gateways
- Commissioning unique artworks to complement construction
- Commissioning artwork to incorporate and reflect the cultures of community residents

EXTERNAL STAKEHOLDERS

Various opportunities emerged in conversations with residents, artists, businesses and developers. In general, there were many comments about the lack of program awareness and a desire for artwork in parks and near homes. The emphasis was on the opportunities to employ art as a means of enhancing the physical landscape, addressing urban design challenges and bringing people together. Stakeholders viewed public art as a positive way to enhance the community,

opportunity to reflect the culture and values of Sunnyvale, and as a way to energize parks and public spaces. Interviewees defined public art broadly, including high quality temporary and permanent artwork installations and frequently emphasized the value of interactive artworks.

TASK FORCE

A task force was created to ensure that a diverse group of interests, opinions and demographics was represented during the project. Members were tasked with advocating for community participation in the MPPA outreach and planning processes, promoting public art and its value in the community, thinking critically about Sunnyvale's cultural life and conveying opinions and feedback from their networks. The task force met twice to discuss an overview of the master plan process and receive input to be considered in the development of the master plan.

Task Force Members:

- **Henry Alexander**, Parks and Recreation Commissioner
- **Anubha Gupta**, Teen Advisory Committee Member

- **Kerry Haywood**, Moffett Park Business Association, Executive Director
- **Mike Johnson**, Sunnyvale Downtown Association, President
- **Reid Myers**, Neighborhood Association, President
- **Ben Picard**, Sunnyvale School District, Superintendent
- **Susannah Vaughan**, Arts Commission, Vice Chair
- **Connie Verceles**, City of Sunnyvale, Economic Development Manager
- **Ann Watts**, Starting Arts, Director

BUSINESS COMMUNITY

Private developers and business owners were also interested in the potential for partnerships in the public art program. They saw public art as a way of enhancing their projects, while providing a benefit to the community. They also acknowledged residents don't necessarily see or interact with the artworks installed in North Sunnyvale and were open to alternatives to on-site artwork, such as utilizing the in-lieu fee option so the City can commission art for residential neighborhoods and parks. Developers and business owners also expressed a desire for a better understanding of the in-lieu fee option.

Participating private developers and businesses included:

- Irvine Company
- PSAI Realty Partners
- DiNapoli Companies
- Hunter Storm Properties
- Dove Hill Capital
- Starwood Capital Group
- Jay Paul Company
- T2 Development Inc.
- Moffett Park Business Association (representatives from Lockheed Martin, Juniper Networks, NetApp, Valley Transportation Authority (VTA), Jay Paul Co. and Google)

Preliminary recommendations from the consultants were presented to private developers at community meetings in March 2019. Topics included: a public art program overview, community outreach results, program improvements to increase visibility of the current program, vision statement, alternate funding strategies and the potential for an increased art requirement percentage, creating an incentive for the 1.1% in-lieu option.



Eric Powell, *Tools of Technology*, Appendix F #73



Roberto Salas, Lakewood Community Mural, Appendix E #45

COMMUNITY RESPONSES

Perceptions of the Current Public Art Program

The City's current public art program includes an extraordinary collection of artworks with limited visibility to the broader community. At the community meetings, participants expressed a desire to increase access and visibility, beautify places and provide more public art programming. Commonly perceived limitations of the current public art program are:

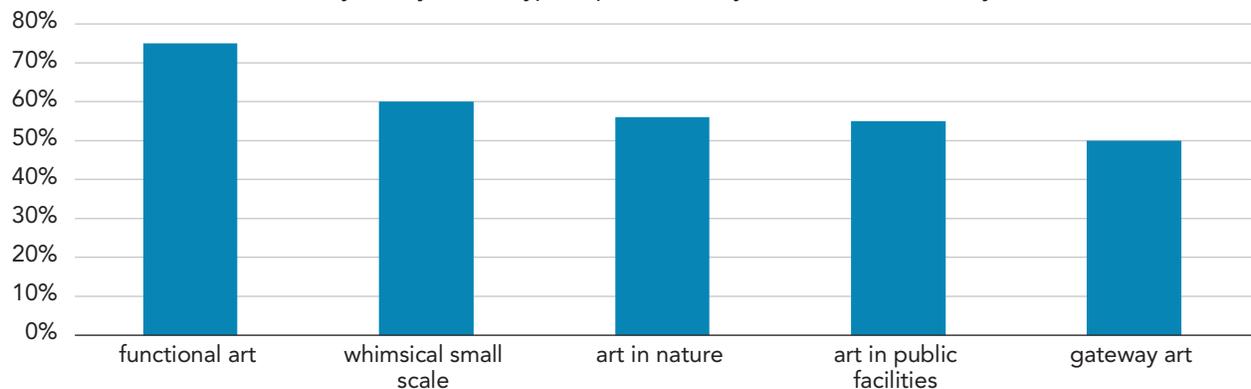
- Lack of public awareness or knowledge of the public art program
- Limited visibility of existing private development projects

- Lack of reflection of the history and ethnic diversity of Sunnyvale
- Lack of understanding of the in-lieu fee option available to developers and businesses

Based on survey comments and feedback received at community meetings, several commonly referenced themes emerged:

- Greater visibility of existing artworks, possibly through an online gallery or self-guided tours
- More diversity in the program, including art that is functional, interactive and temporary
- Greater reflection and engagement of Sunnyvale's cultural diversity in the artworks
- Inclusion of the broader community in art-making and program implementation

Community Survey: "What type of public art do you want to see in Sunnyvale?"





Roger Berry, *Compass*, Appendix F #4

Suggested Locations for Public Art

The primary desired locations for public art is where people gather, including existing and newly created spaces. In the community meetings, many participants asserted they want to see the art in their own neighborhoods and would like to see rotating and temporary installations. The most important locations cited in the survey are: public spaces and pedestrian areas (87%) and parks and open spaces (71%). Specific locations include: downtown areas, Plaza del Sol, libraries, parks, train stations and bus stops, neighborhood and Sunnyvale gateways, and the planned civic center.

Community Input on Sunnyvale's Character

When asked, "What defines Sunnyvale and distinguishes it from other places?", residents' responses generally fell into two categories:

- First, they express a high level of satisfaction with Sunnyvale's quality of life, described as having a small-town character and general ease of lifestyle. Specific assets cited included: City parks, Murphy Avenue, library, Heritage Orchard and Baylands Park. Residents appreciate the pleasant community experience, friendly atmosphere and safe environment. Sunnyvale ranked as the #1 mid-sized Safest City in America by SmartAsset.com five years in a row (2015-2019). Sunnyvale is justifiably proud

of its beautiful parks and popular library. The City's land (7%) is devoted to parks and open space, and it provides extensive recreation and personal growth offerings for all ages. The Sunnyvale Public Library is one of the busiest in California, offering a gathering place in the community.

- The second general category of comments describe the drawbacks of living in a suburban, Silicon Valley environment. Residents regard Sunnyvale as having little to distinguish it from nearby communities. They note the lack of central gathering places, the pass-through nature of the traffic and streets, which are often commercial strips and the lackluster character of the built environment (with a notable exception of the large concentration of Eichler homes). They comment that Sunnyvale does not have abundant local arts and cultural events or a strong music scene, despite the presence of several well-loved events, such as the Sunnyvale Farmer's Market and Sunnyvale Downtown Music Series.

Urban design in Sunnyvale and the region is a major influence on the experience of daily living in the community. Sunnyvale tends to blend into neighboring communities, lacking clear gateways and visual boundaries between cities, and sharing similarities with other nearby suburban and tech-oriented communities. People commented further that Sunnyvale lacks urban destinations or focal points. Despite the appeal of Murphy Avenue, downtown still lacks a strong identity,

although mixed-use development is nearing completion downtown and will likely change this perception. Sunnyvale’s new civic center will provide another welcome destination and focal point.

Currently, dispersed land use and the need to drive to most activities defines much of Sunnyvale. This helps explain the importance of parks, because they are well-designed and abundant and in part because they provide informal connecting places for neighborhoods.

Sunnyvale is associated with generations of industry and technology. It has been influenced by a succession of major businesses that have employed residents and defined the community as a center of innovation. However, in recent decades, Sunnyvale and surrounding communities have merged into Silicon Valley blurring the borders of the City. Additionally, the City has a large commuter population and a large daily influx of workers, many of whom view Sunnyvale as just a workplace; not a destination for culture or living.

Residents also acknowledge that the price of real estate has become a defining feature in Sunnyvale. The presence of many commuters suggests the market has priced out many people who might otherwise choose to live in Sunnyvale and single-family home prices have skyrocketed from a median of \$751,000 in 2012 to \$1.6 million in 2019.

Residents also see many positive and distinguishing features within their community, including: a sense of pride and appreciation of the City’s history and development, cultural diversity and inclusion among residents, abundant parks, and continued growth and prosperity.

Sunnyvale continues to grow rapidly resulting in a nearly built-out city. With less than 1% of Sunnyvale’s properties vacant development is focused less on new development and more on redevelopment, which is evident in the new downtown area, planned Sunnyvale Civic Center, Sunnyvale Branch Library, and continued improvements to existing business parks.

Demographic Characteristics	Sunnyvale	California
2019 population	155,567	39,250,017
Growth in total population since 2010	9.40%	5.40%
Median Household Income (2018 dollars)	\$131,791	\$71,228
College educated	62.60%	33.30%
Foreign born	48.20%	26.90%
Asian alone	45.90%	15.30%
White alone	42.10%	72.10%
White alone, Not Hispanic or Latino	31.20%	36.80%
Hispanic or Latino	17.30%	39.30%
Black or African American	1.70%	6.50%
Language other than English spoken at home	55.10%	43.90%
Median age	35.4	36
Persons in poverty	5.80%	12.8%



Arteclletica, *Under the Sea*, Appendix E #3

Opportunity Through Sunnyvale's Character

Sunnyvale has distinct opportunities based on its character of place. Its many positive attributes continue to provide a desirable quality of life and cultural experiences. Residents, workers and businesses endorse the City's public art programs and support the role of art in shaping their community. This provides Sunnyvale with an opportunity to provide cultural experiences closer to home and better integrated into the activities of daily life and work.

Based on community and internal/external stakeholder feedback, there are many opportunities for the plan to meet the vision of the community, including:

- Creating vibrancy in the downtown area and the neighborhoods
- Establishing identity and community pride through art elements such as iconic gateways and public art identifiers for neighborhoods
- Developing temporary and interactive art projects to activate existing public spaces
- Connecting places and creating gathering places with art
- Engaging school-age children with the existing public art collection and new collaborative opportunities
- Artistic excellence maintained for community to enjoy



GUIDING VISION, PRINCIPLES AND OBJECTIVES

INTRODUCTION

The purpose of the Master Plan for Public Art is to assist the City in developing public art programs that are visible and representative of community values.

The City's General Plan outlines goals that are meant to enhance the City aesthetically. It includes the following statement supporting these objectives: "...acquire public artworks that contribute to the public identity of outdoor spaces and provide pleasure and enrichment for Sunnyvale residents." The General Plan envisions "opportunities to participate in county and/or regional projects to incorporate art" and "opportunities for art components in park development and/or redevelopment projects, such as at Baylands Park."⁴

The existing public art programs have produced an excellent collection of works; however, the works installed under the Art in Private Development program are largely unknown to residents and visitors of Sunnyvale because of their locations in predominantly industrial areas. The community engagement results suggest public art programs can be better integrated into the everyday lives of the community.

As demonstrated in the survey results, residents want to see functional art throughout Sunnyvale (75 percent), more whimsical small-scale art (60 percent), art integrated into the natural environment (56 percent), art integrated into public buildings and facilities (55 percent), and art that welcomes people to Sunnyvale and to neighborhoods (50 percent). These types of public art are not being effectively created under the current public art plan which largely focuses on stand-alone public art within private developments.



Steve Gillman, *Untitled*, Appendix F #37

This plan provides a foundation for shifting the boundaries of current policies to address community vision and aspirations. Interviews and focus groups revealed both overlapping and differing perspectives, although several recurring priorities arose clarifying clear guiding principles and objectives for this Master Plan.

VISION

Drawing on the community engagement, workshops with the task force, and dialogue with City leadership and stakeholders, the Cultural Planning Group summarized the City's public art vision as:

Sunnyvale: Where all residents experience public art as part of their daily lives, celebrating the City's history, people and culture through connected neighborhoods and interesting and accessible gathering places.

4 City of Sunnyvale General Plan, <https://sunnyvale.ca.gov/government/codes/plan.htm>

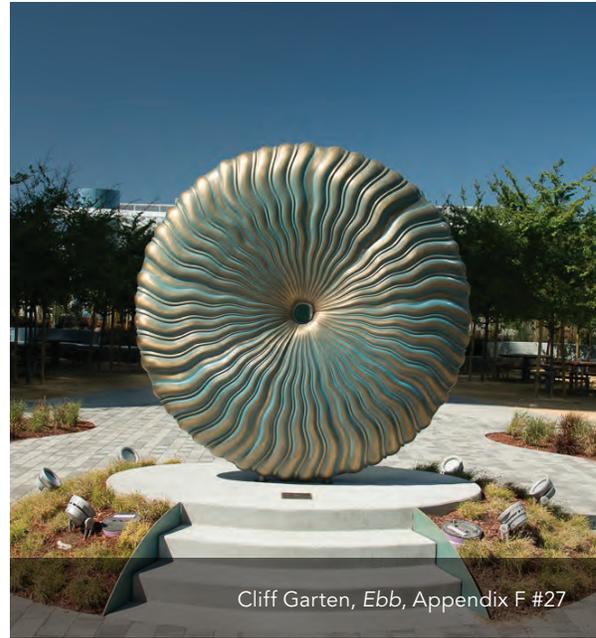
PRINCIPLES

The guiding principles are:

- Increase the visibility of public art throughout Sunnyvale
- Establish identity and community pride through art elements
- Beautify and activate existing public spaces and create new gathering places in areas such as: downtown, civic center, libraries, parks and neighborhoods
- Honor the unique history and diversity of Sunnyvale
- Engage school-age children with the existing public art collection and provide new collaborative opportunities
- Encourage private sector support of public art to contribute to the economic and social success of new development
- Develop partnerships with businesses, cultural organizations, education professionals and other City Departments
- Value and promote the current collection of public art through programming and education



Stephen Galloway, *Element: Grove*, Appendix F #25



The following objectives were presented and reflect the feedback received from the Arts Commission, Moffett Park Business Group, Parks and Recreation Commission, MPPA Taskforce and Business Owners/Developers (see Appendix C).

MASTER PLAN OBJECTIVES

The following summary of objectives is intended to assist the City, City Council, Arts Commission and staff to better fulfill community expectations and more effectively implement the City's policies. Details are provided for each objective in the subsequent section.

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

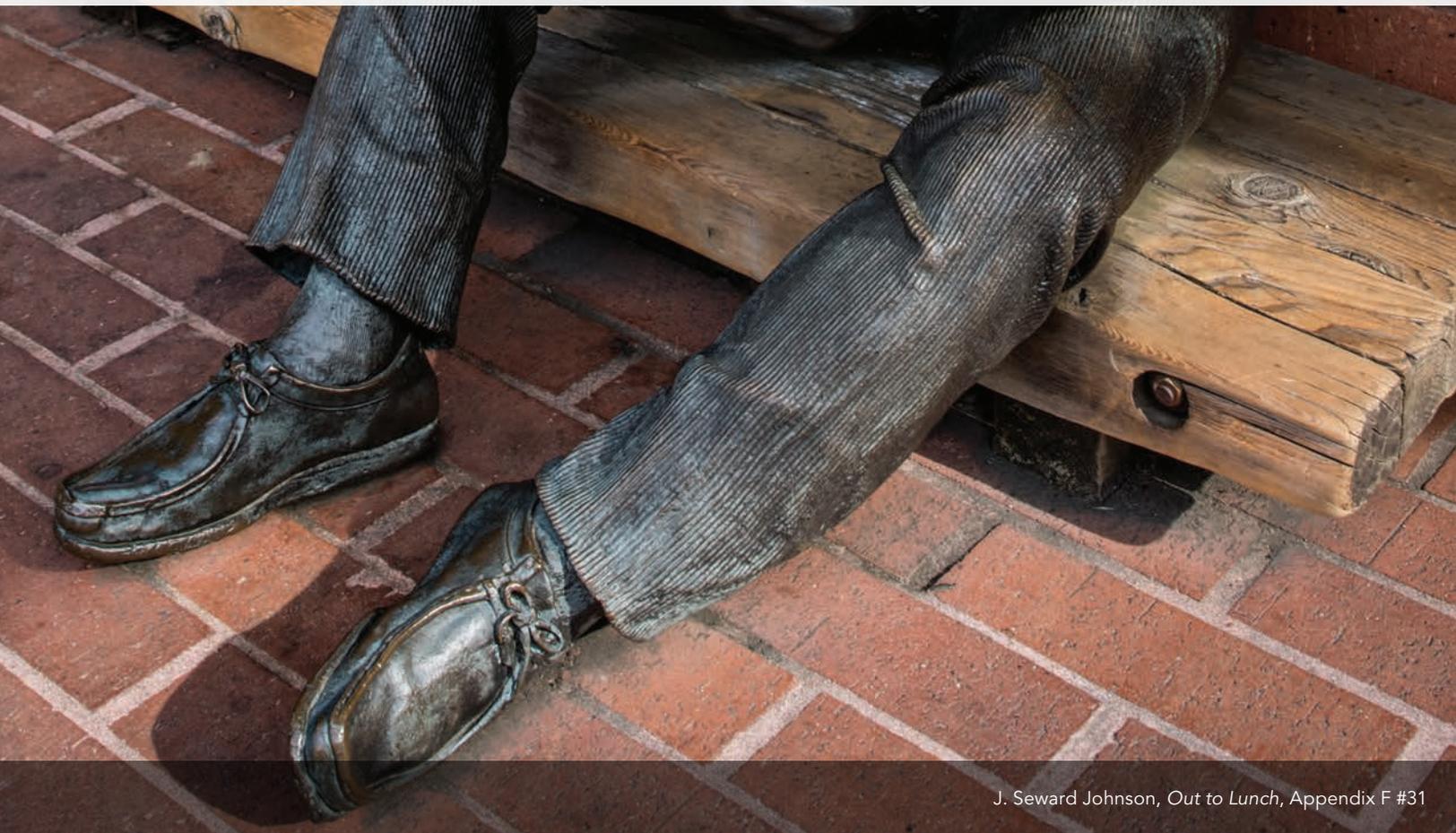
CITY COUNCIL STUDY SESSION

Following a City Council Study Session on Aug. 25, 2020, Council provided general direction to staff on the Master Plan draft (Include Council study session feedback here in final draft).

This space is intentionally left blank, pending the results of the Council Study Session.



OBJECTIVES



OBJECTIVE 1: Broaden the scope of the public art programs.

The Public Art Fund has a balance of nearly \$500,000 to commission new projects or enhance upcoming capital improvement projects. Staff will identify public art projects that maximize the City's return on investment while minimizing on-going maintenance and unfunded liabilities. Some of the projects can be taken directly from the Master Plan, and some projects will be recommended based on general feedback identified through community dialogue. Projects would follow the same review and approval as public capital projects, which is the Art Commission's review and recommendation to Council for final approval.

1.A. Pursue alternatives to traditional public art projects and community activities.

Throughout the public outreach and community survey process, residents noted their interest in utilizing public art to address community vision, priorities, character and overall appeal of Sunnyvale. Responses showed that branching out from the traditional sculpture projects and exploring alternative public art projects to better address community interests was desired.

Alternative projects add to the fine grain of the cityscape and create moments of unplanned discovery and spontaneous entertainment on the streets. These moments help to keep the City's public art collection current and relevant. Over time, this approach will encourage more pedestrian activity, with the added benefit of providing cost-efficient, impactful works of art. Alternatives to traditional public art can include gateway art, utility box art, culturally diverse art, temporary projects or a sculpture park.

Use public art to demark the major City gateways.

Residents noted that the geographic boundaries separating Sunnyvale from its neighboring cities are blurred and vague. More than 50% of survey respondents want to see art that welcomes people, distinguishes Sunnyvale from its neighbors and creates notable character. The City's General

Plan recognizes this problem and recommends that the City "develop a comprehensive gateway improvement program to select major gateways for improvements such as artwork."

- **Estimated Initial Cost:** El Camino Project Gateway (Project #900469)
- **Current Project Estimate:** \$1,040,000 (a portion of these project funds may be used for public art)
- **Funding Option(s):** Capital Improvement Projects, Public Art Fund, General Fund

Use public art to better reflect the cultural diversity of Sunnyvale.

Residents (44%) want to see public art reflect the history of Sunnyvale and the identity of their community, which is rooted in agriculture, technology, innovation and cultural diversity. Survey results indicate that participants identified Sunnyvale as a diverse, innovative city considered to be a great place to live and work, with significant pride in being part of Silicon Valley.

Public art can reflect this diversity and give expression to the many cultures and places of origin represented by our community members and visitors. The recent public outreach showed a strong interest in utilizing public art as way to reflect and celebrate the community's diversity and unity, as well as the community's vision of inclusion. Reflecting our cultural diversity and inclusiveness would be incorporated into future projects, when possible, regardless of the individual project implementation schedule/strategy.

- **Estimated Initial Cost:** \$0
- **Estimated Annual Cost:** \$0
- **Funding Option(s):** n/a

Develop a sculpture park.

While Sunnyvale boasts an outstanding park system of the 23 parks, only 21% host public artworks. Survey respondents indicated they want to see more art in public spaces (87%), and in parks and open spaces (71%). A sculpture park would create an attraction or destination that would be a place of pride for residents and visitors alike and



Lydia Sanchez & Diana Argabrite, *Untitled*, Appendix E #2

should be considered as a part of future facility and park renovations. Creating a temporary (either rotating or one-time) or permanent sculpture park will achieve this objective.

- **Estimated Initial Cost:** \$1,000,000
- **Estimated Annual Cost:** \$50,000-\$100,000
- **Funding Option(s):** Park Dedication Fund, Capital Improvement Projects, Public Art Fund, General Fund

Develop temporary art projects.

Creating a program of temporary public art achieves many goals. It introduces the community to the expanded public art plan and new forms of art, provides geographic diversity for the program and showcases the diversity of Sunnyvale utilizing cost efficient projects, which will require little to no maintenance on a long-term basis. In the resident survey, there is a strong preference for functional public art (75%) – benches, bike racks, utility boxes, etc. There is also a strong interest in small-scale, whimsical art (60%). These approaches, along with temporary public art, add to the fine grain of the cityscape and create moments of discovery while keeping the City’s public art collection current and relative. Over time, this approach will encourage more community dialogue and

pedestrian activity, providing a noticeable impact with a modest cost.

- **Estimated Initial Cost:** n/a
- **Estimated Annual Cost:** \$20,000-\$75,000, depending upon projects selected
- **Funding Option(s):** Public Art Fund, General Fund

1.B. Create exhibit/gallery spaces in the City.

The City does not currently maintain an active exhibit/gallery space. The Creative Arts Center (CAC) Gallery was closed in 2005 due to budget constraints. Reactivating the CAC Gallery presents an opportunity to achieve this objective. Alternative exhibit spaces can also be activated to host temporary or rotating artwork (Community Center, Senior Center, City Hall, Library). These spaces can provide residents with access to local and regional artists, as well as the City’s public art programs and permanent collection.

- **Estimated Initial Cost:** \$10,000
- **Estimated Annual Cost:** \$50,000
- **Funding Option(s):** General Fund

1.C. Partner with internal and external stakeholders to support and promote public art.

Building stronger partnerships and synergies between the City, school districts, neighborhood associations and local businesses in support of the arts result in projects that are embraced and cared for by the public. Collaborating with other City Departments as well as community organizations, businesses and citizen groups on public art educational initiatives will leverage financial and staff resources to deliver greater quality, value and a broader range of public art experiences than would otherwise be possible. Building support and momentum for a high quality public art program is dependent on engaging community members and all partners in the value of public art.

Develop public art projects in public spaces with local school districts.

The public art program represents a significant opportunity to integrate public art created by local school children into public facilities, such as murals, tiled fence panels or sculpture. This helps to improve arts literacy and educate students about the role of community placemaking and art in public spaces. Collaboration with school districts to develop projects will reinforce the City's existing relationship with the schools and provide exposure for young people with art, history and traditions within their community.

- **Estimated Initial Cost:** \$0
- **Estimated Annual Cost:** \$20,000-\$75,000
- **Funding Option(s):** Public Art Fund, General Fund

Explore ongoing public art workshops and lectures for residents.

As the level of activity in the public art program expands, a series of lectures, workshops and artist presentations could enhance the community's

understanding and appreciation of public art. Availability of these programs could extend to children in local schools, increasing the outreach possibilities. Developing workshops, lectures and artist presentations can be incorporated into current art programming offered by the City.

- **Estimated Initial Cost:** \$0
- **Estimated Annual Cost:** \$20,000
- **Funding Option(s):** General Fund

1.D. Create a directory/registry of local, regional and national artists for public art projects.

Creating and maintaining an electronic directory/registry will enable staff to streamline Calls for Artists for public art projects. It can also be utilized by private developers as they integrate public art into their projects. Gallery artists, lecturers and workshop instructors can also be included and aid staff when developing art programs and gallery exhibits.

- **Estimated Initial Cost:** \$3,000
- **Estimated Annual Cost:** \$0
- **Funding Option(s):** General Fund

1.E. Provide appropriate recognition to private developers who selectively choose the in-lieu fee option.

When private developers elect to utilize the in-lieu fee option, their contributions are placed in the Public Art Fund and used by the City for public art installations throughout Sunnyvale. These contributions can be acknowledged through the public art website, physical and online collateral materials and via a plaque at the site of the installation.

- **Estimated Initial Cost:** \$0
- **Estimated Annual Cost:** \$0
- **Funding Option(s):** n/a

OBJECTIVE 2: Enhance the management of the public art programs.

2.A Public Art Fund Initiation

Based on community and internal/external stakeholder feedback, the vision for the plan can be realized through functional art, whimsical small-scale art, art integrated into the natural environment, art integrated into public buildings and facilities and art that welcomes people to Sunnyvale and its neighborhoods. Some functional and whimsical art may include benches, bike racks, utility boxes and temporary or rotating art pieces/exhibits.

The current policies do not exclude temporary, interactive or functional art; however, the policies can be amended or updated to encourage inclusion of these alternatives. This type of art will add to the cityscape and create moments of discovery and serendipity on the streets, as well as keep the City's public art collection current and relative. Over time, this approach will encourage more pedestrian and community connectivity with the advantage of providing a noticeable impact with the possibility for a sustainable initial and annual budget allocation.

Public Art Fund initiation will include the Arts Commission, City Council and community outreach to realize the goals and vision of the Master Plan for Public Art while identifying and prioritizing public art projects. As part of the Public Art Fund initiation, staff will also identify public art projects that maximize the City's return on investment, while minimizing on-going maintenance and unfunded liabilities. Staff will present options based on community input to the Arts Commission for their recommendation to City Council.

It is important to note that the Public Art Fund, including in-lieu developer fees, has specific restrictions. Public Art Funds and In-lieu contributions can only be used for acquisition, installation and maintenance of art. Additionally, in-lieu developer fees are unpredictable in nature and can only be considered as one-time revenues and should not be allocated for delivering ongoing city services. Supplementing the current public art program budget with increased General Fund contributions may be required to accomplish

several goals outlined in the Plan, including, but not limited to: staffing and administration of public art programs; gallery and exhibit operations; website and publicity development; and workshops, curriculum and tour development.

- **Estimated Initial Cost:** Currently Unfunded
- **Estimated Annual Cost:** \$0
- **Potential Funding Source(s):** General Fund

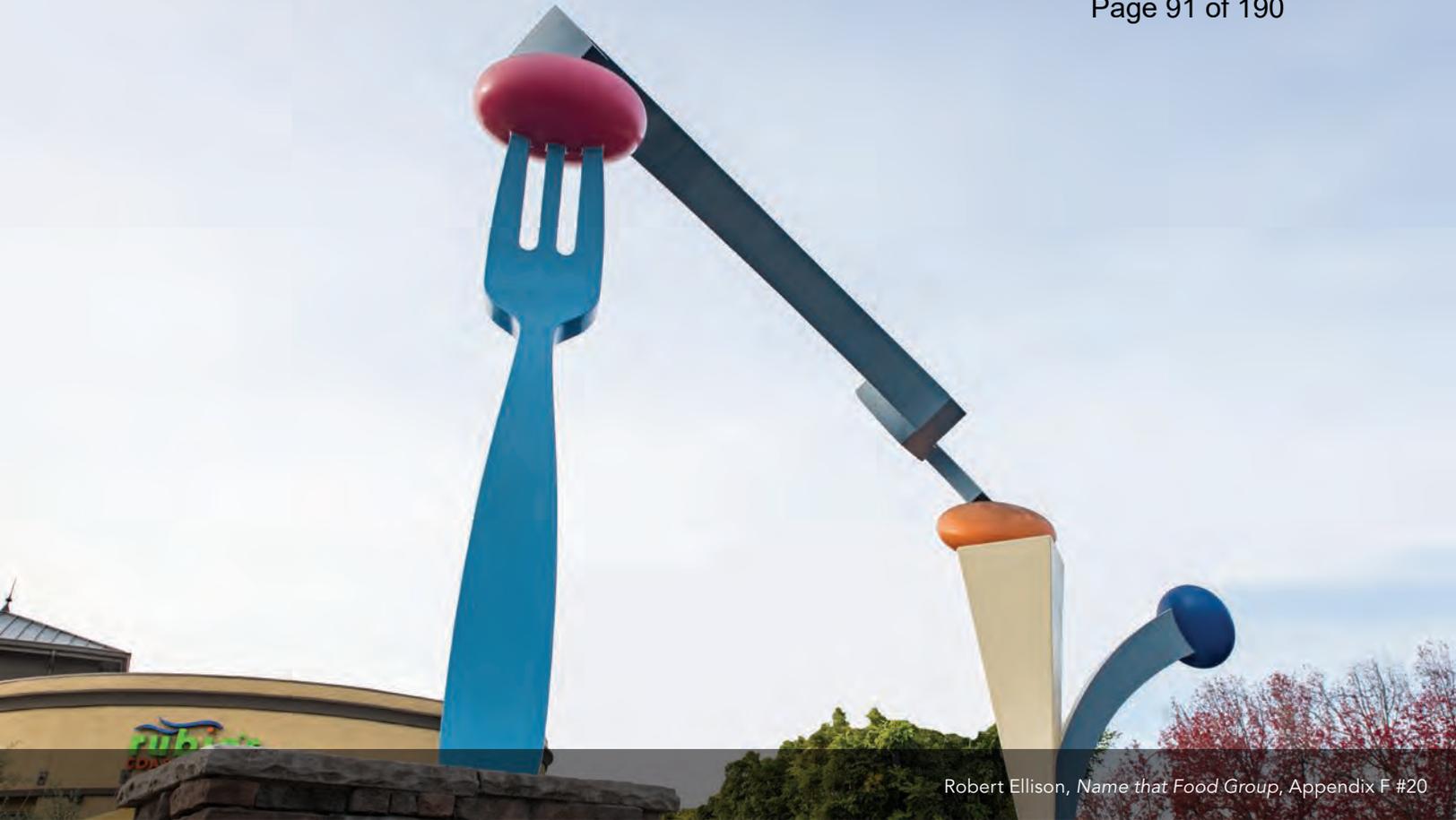
2.B. Allocate additional staff and resources to public art management.

The current budget allocation for public art program coordination is less than half of a position (approximately 700 hours). As previously noted, City-managed public art processes are more complex and time-consuming. Implementation of this Plan will expand the programs, requiring increased time to maintain support. Over time, it may be necessary to incorporate additional staff resources. For this reason, evaluation of staffing needs should take place on an annual basis. Long-term, redistributing some of the Arts Coordinator responsibilities and supplementing projects with internship opportunities and/or additional part-time hours may be required to ensure programs are adequately supported.

- **Estimated Initial Cost:** \$0
- **Estimated Annual Cost:** \$30,000
- **Funding Option(s):** General Fund

2.C. Conduct a regular review of the Master Plan for Public Art.

The Master Plan for Public Art provides an overarching, strategic framework for the City to broaden program scope and shift the boundaries of current policies to address the community's vision and aspirations of public art. The objectives will continue to be the foundation for an intentional approach towards celebrating Sunnyvale's history, people and culture through public art.



Robert Ellison, Name that Food Group, Appendix F #20

Implementation will depend on trends and community interest, while leveraging available resources, identifying future funding opportunities and investigating vision gaps. As part of this objective, an update on Plan implementation strategies will be reported to the Arts Commission annually. In addition, with uncertainty in our political climate, inevitable changes in the City as

an organization, our evolving culture and future public art trends, staff will conduct a formal review of the Master Plan for Public Art once every 10 years.

- Estimated Initial Cost: \$0
- Estimated Annual Cost: \$0
- Funding Option(s): n/a

OBJECTIVE 3: Encourage involvement of the Arts Commission and community in the public art process.

Artworks commissioned in the future should involve participation from the community, businesses, business associations, various boards and commissions and City departments to adequately represent community vision and priorities. One goal of this Plan is to ensure the greatest level of transparency, communication and involvement in the public art process. Assigning a non-voting arts commissioner as a liaison to artist selection panels is one strategy to achieve these goals. The

commissioner will act as an informational resource to the selection panel while providing a bridge between the Arts Commission and the community, reporting the rationale for the selection panel's recommendation as it is presented to the Arts Commission.

- Estimated Initial Cost: \$0
- Estimated Annual Cost: \$0
- Funding Option(s): n/a



Larry Kirkland, *Garden Gifts*, Appendix F #55

OBJECTIVE 4: Develop web-based and self-guided tour programs for the public and private art in Sunnyvale.

Throughout the public outreach process it was evident that the community values public art. However, they are generally unaware of the existing collection in Sunnyvale, since most of the public art works have been installed on private industrial properties in the City.

Additionally, community members encountering a work of public art may want additional information

about the art and the artist. A website, mobile application and/or brochure would provide the public with useful tools to enhance the public art experience and increase awareness and appreciation of public art programs.

- **Estimated Initial Cost:** \$10,000
- **Estimated Annual Cost:** \$0
- **Funding Option(s):** General Fund

OBJECTIVE 5: Incorporate a systematic approach to conservation and maintenance of the City’s public art collection.

5.A. Require artists commissioned under the Public Art Program to document accessioned artwork.

Although staff currently requests copies of drawings, maintenance requirements and other documents as needed, the addition of more detailed documentation on how the artwork was built, materials used, shipping arrangements, etc. should be mandatory. Without proper documentation, important details on how the piece was constructed will be lost over time and hamper repair efforts, creating additional costs. Sufficient documentation is warranted, as artists experiment with non-traditional materials and construction methods.

In addition to requiring the artist to provide details on the fabrication and maintenance of the public artwork, the City should carefully document the art on the site where it is located. The documentation can also be used for insurance purposes, should the need arise.

- Estimated Initial Cost: \$0
- Estimated Annual Cost: \$0
- Funding Option(s): n/a

5.B. Engage the original artist when accessioned artwork requires restoration.

Following best practices in the field of public art, the City currently engages the original artist when restoration work is required. If an artwork requires repairs, the artist is asked to submit an estimate for repairs in alignment with purchasing policies. If the artist is not interested in doing the repairs, an art conservator will be brought in to complete the repairs.

- Estimated Initial Cost: \$0
- Estimated Annual Cost: \$0
- Funding Option(s): n/a



5.C. Conduct a curatorial and maintenance study of the entire collection.

The City should hire a professional curator to conduct the study; noting the condition of each artwork, maintenance and conservation needs, and document any changes in the surrounding site that may affect the artwork. Once a baseline has been established through the curatorial process, a condition report will be completed during the

annual cleaning and maintenance of each piece. Once the baseline curatorial and condition report has been established, the City should conduct a thorough and detailed review of the entire collection approximately every five years thereafter, including estimated costs of repair and conservation. Annually, funds for ongoing maintenance of public art are included in the budget process.

- Estimated Initial Cost: \$65,000
- Estimated Annual Cost: \$0
- Funding Option(s): General Fund

OBJECTIVE 6: Update Sunnyvale codes, policies and procedures to align with the Master Plan for Public Art.

The current policies encourage stand-alone public art within private developments, most of which are located on properties exclusively in commercial/ industrial areas of North Sunnyvale. However, as previously mentioned, residents expressed their desire to see more public art integrated into the everyday lives of the community, creating vibrancy in the downtown area and neighborhoods. To fully fulfill these aspirations and the plan objectives, current funding levels will need to be increased, either through additional funding from the General Fund, through an incentive to utilize the in-lieu fee option for private development or a combination of both.

Currently, the Art in Private Development (AIPD) program designates 1% of development project funds to support artwork in the community. Private developers can choose to incorporate art into their projects (1%) or contribute an in-lieu fee (1.1%) to the Public Art Fund (1% to the Public Art Fund, .1% toward future maintenance of City-owned public art). Most developers choose the 1% on-site option, selecting the in-lieu fee option only when the development site is inadequate for art. During 2013-2019, 26 projects were required to provide public art and only eight of the 26 elected to contribute to the Public Art Fund (\$290,139) through the in-lieu option. This total, combined with three in-lieu fees collected between 2000-2012, has resulted in a Public Art Fund of nearly \$500,000. These funds are earmarked for City-owned public art projects which could fund one to three permanent public art pieces.

RECOMMENDATIONS

In preparing recommendations, the Cultural Planning Group (CPG) discussed situations that would make the Public Art in-lieu fee more appealing as an option with: business and development stakeholders, residents, Arts Commission, Parks and Recreation Commission, Community Task Force and City Council. The recurring theme received during the outreach process, in addition to local and national trends in the field of public art, supported a recommendation to increase the percent for art allocation for both public and private development projects. However, this



Elizabeth Devereaux, *Allegorical Landscape*, Appendix E #42

option was not supported by Council during the June 2019 Study Session.

Additionally, staff conducted an independent benchmarking project, looking at both national and neighboring cities within Santa Clara County (Appendix A), which indicated there is no definitive regional trend or support of the consultant's recommendations to increase private development fees. Although fees consistently ranged at or above 1%.

In addition to benchmarking, staff looked at a six-year history (2013-2019) of Sunnyvale Art in Private Development projects to identify and understand whether there were any spending or allocation trends (Appendix B). Of the 18 projects opting to place art on-site:

- Average spending percentage was 2.11% per project
- Median spending percentage was 1.66% per project
- 10 projects voluntarily spent above 1.5%, highest spending 6.26%

Developers shared their willingness to support Sunnyvale's public art programs. In general, representatives stated that the percent for art requirement for each project should be considered individually on a case-by-case basis, factors including: overall size of the project, appropriate scale of the project, potential art placement and internal corporate priorities for public art inclusion.

In order to create more incentive for the in-lieu fee option to be utilized, Sunnyvale Municipal Code (19.52 Art in Private Development) should be amended to either:

- A) Increase the art requirement percentage to 1.5 percent public art allocation, while maintaining the current in-lieu fee option of 1.1%; or
- B) Maintain the current art requirement percentage of 1%, while lowering the in-lieu fee option from 1.1% to 0.75%.

Amending the municipal code to increase the public art allocation for private development, while creating an incentive to opt for the in-lieu fee, will align Sunnyvale with current Art in Private

Development spending trends and potentially encourage additional contributions to the Public Art Fund. Increasing the public art allocation for private development requires updating the current policies and municipal code, as well as providing ample (6 to 12 months) notice to current and future developers.

ACTIVATING THE PUBLIC ART FUND

Public Art Fund initiation will include the Arts Commission, City Council, and community outreach to realize the goals and vision of the Master Plan for Public Art while identifying and prioritizing public art projects. As part of the Public Art Fund initiation, staff will identify public art projects maximizing the City's return on investment, while minimizing on-going maintenance and unfunded liabilities. Staff will present options based on community input to the Arts Commission for their recommendation to City Council.

It is important to note that the Public Art Fund, including in-lieu developer fees, has specific restrictions. Public Art Funds and In-lieu contributions can only be used for acquisition, installation and maintenance of art. Additionally, in-lieu developer fees are unpredictable in nature and can only be considered as one-time revenues and should not be allocated for



Marlo Bartels, *Untitled Obelisks*, Appendix F #1

delivering ongoing city services. Supplementing the current public art program budget with increased General Fund contributions may be required to accomplish several goals outlined in the Plan, including, but not limited to: staffing and administration of public art programs; gallery and exhibit operations; website and publicity development; and workshops, curriculum and tour development.

PROGRAM IMPLEMENTATION AND FUNDING OPTIONS

The plan objectives provide options for improving public art programs, updating current policies, enhancing the management of public art programs, addressing public art collection maintenance and conservation, improving the marketing and visibility of programs and, potentially, increasing funding.

Overall program implementation will vary based on: approved funding levels, organizational capacity, project scope, art trends and community

interest. The options outlined below are designed to help City Council evaluate the Master Plan for Public Art Implementation Strategy Options (see Appendix G); while considering citywide goals and objectives, estimated initial and annual costs, and community vision.

Option 1. Maintaining current AIPD In-lieu Fees and General Fund contributions:

- Broaden the Scope of Public Art Programs (directory of artists, art to better reflect cultural diversity, developer donation recognition)
- Enhance Management of Public Art Program (conduct regular review of master plan, professional development)
- Encourage Arts Commissioner Involvement
- Develop web-based and self-guided tour programs for the public and private art collections.
- Systems Approach to Conservation/ Maintenance (collection restoration, required artwork documentation)
- Update Codes, Policies and Procedures, including activating the Public Art Fund
- Estimated initial costs of Plan implementation = \$13,000
- Estimated additional annual costs = \$8,500
- Public Art Fund Balance: approximately \$500,000

Option 2. Public Art Expansion through increased AIPD In-lieu Fee incentives:

- All of Option 1
- Create incentive amending Sunnyvale Municipal Code 19.52 Art in Private Development to either:
 - A) Increase the art requirement percentage to 1.5% public art allocation, while maintaining the current in-lieu fee option of 1.1%; or
 - B) Maintain the current art requirement percentage of 1%, while lowering the in-lieu fee option from 1.1% to 0.75%.
- Broaden the Scope of Public Art Programs (develop sculpture park, temporary art projects, school-based public art projects)



Brad Goldberg, *Untitled*, Appendix F #40

- Estimated initial costs = \$1,013,000,
- Estimated annual costs = \$98,500-\$258,500

The following Options are not currently available due to the elimination of Service Level Set-Aside caused by COVID-19 budget impacts.

Option 3. Public Art Expansion through increased General Fund contribution:

- All of Option 1
- Broaden the Scope of Public Art Programs (create exhibit/gallery space, workshops/lectures)
- Enhance Management of Public Art Program (allocate additional staff resources)
- Systems Approach to Conservation/Maintenance (conduct curatorial and maintenance study, increase annual conservation/maintenance allocation)
- Estimated initial costs = \$93,000
- Estimated annual costs = \$133,500

Option 4. Public Art Expansion through increased AIPD In-lieu Fees and increased General Fund contribution:

- Options 1-3 combined
- Estimated initial costs = \$1,093,000
- Estimated annual costs = \$223,500-\$383,500

Note: Complete implementation strategy and funding options are outlined in Appendix G.

AN EVOLVING PLAN

The Master Plan for Public Art provides an overarching, strategic framework for the City to broaden program scope and shift the boundaries of current policies to address the community's vision and aspirations of public art. The objectives will continue to be the foundation for an intentional approach celebrating Sunnyvale's history, people and culture through public art.

Although impacted by budget constraints due to COVID-19, the implementation of this plan will occur in phases. The first phase, within the next three to five years, is geared toward completing several projects utilizing the Public Art Fund, such as a utility box art program, development of a website and possible policy updates. Subsequent phases will be five years and beyond, concentrating on the community's long-term vision for the public art program and will continue to engage the community in creating public art celebrating Sunnyvale.

THANKS AND ACKNOWLEDGEMENT

City of Sunnyvale staff would like to thank the following people for their engagement in and support of development of this Master Plan for Public Art:

City Council
Arts Commission
City Manager
Task Force Members

Others: Sunnyvale Master Plan for Public Art was written and developed by Cherise Brandell, Damon Sparacino, Trenton Hill and Kristin Dance, in partnership with the Cultural Planning Group. Designed by Studio Em.



John Krawczyk, *Child's Play*, Appendix F #56

APPENDICES

Appendix A.	Public Art Funding Chart.....	A1
Appendix B.	Art in Private Development Allocations.....	B1
Appendix C.	Stakeholder Meetings Attendees	C1
Appendix D.	Public Outreach Attendees.....	D1
Appendix E.	Art in Public Places Permanent Collection.....	E1
Appendix F.	Art in Private Development Collection	F1
Appendix G.	Implementation Strategy Options	G1
Appendix H.	Sunnyvale MPPA Community Engagement Summary.....	H1

Appendix A. Public Art Funding Chart

Program	Population	Public Art Percent	Details for Public Art Projects (Municipal)	Private Development	Details for Private Development Projects
PROGRAMS FOR CITIES IN SANTA CLARA COUNTY					
Cupertino, CA City of Cupertino Fine Arts Commission	58,302	Yes	1% for first \$100 million and \$.09% thereafter	Yes	1% for first \$100 million and .09% thereafter OR 1.25% In-lieu fee.
Los Altos, CA City of Los Altos	30,561	Yes	2% on-site	Yes	1% on site OR 1% in-lieu fee
Mountain View, CA City of Mountain View	80,447	Yes	1% > \$1 million	No	No
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
San Jose, CA City of San Jose Office of Cultural Affairs	1,030,119	Yes	1% of eligible capital improvement	Yes	N/A
Santa Clara, CA City of Santa Clara	116,468	No	N/A	No	N/A
Sunnyvale, CA City of Sunnyvale Arts Commission	153,389	Yes	1% of eligible capital improvement OR 1.1% in-lieu fee	Yes	1% on site OR 1.1% in-lieu fee
PROGRAMS FOR OTHER CITIES IN CALIFORNIA					
Berkeley, CA City of Berkeley Civic Arts Program	122,000	Yes	1% of all capital improvement projects (artwork) AND .5% of all capital improvement projects (administration)	Yes	1.75% on-site OR .8% in-lieu fee OR < 1.75% on-site AND 80% of the difference in-lieu fee
Dublin, CA City of Dublin	62,341	Yes	.5% of all	Yes	.5% of all non-residential and residential > 20 units OR .5% in-lieu
Emeryville, CA City of Emeryville	10,269	Yes	1.5% of eligible capital improvement OR 1.5% in-lieu fee	Yes	1% - Non-residential projects >\$300,000 AND 5% - residential projects over 20 units OR 1.5% Inlieu fee fee
Glendale, CA City of Glendale Arts and Culture Commission	191,719	No	N/A	Yes	(non-residential > \$500,000) 2% on site OR 1% in-lieu fee
Oakland, CA City of Oakland	425,195	Yes	1.5% of total capital improvement	Yes	.5% minimum on residential developments of twenty (20) or more units
Pleasanton, CA City of Pleasanton	83,007	Yes	Annual General Fund allocation of \$50,000 AND 1% of municipal projects >\$500,000	Yes	1% on-site

Program	Population	Public Art Percent	Details for Public Art Projects (Municipal)	Private Development	Details for Private Development Projects
Redwood City, CA City of Redwood City	84,950	Yes	1% of capitol projects	Yes	1% on-site OR 1% in-lieu fee
Richmond, CA City of Richmond Arts and Culture Division	107,597	Yes	1% of redevelopment projects (artwork) AND .5% of redevelopment projects (administration)	Yes	1% of redevelopment projects (artwork) AND .5% of redevelopment projects (administration)
Sacramento, CA Sacramento Metro Arts Commission	513,624	Yes	2% of eligible capital improvement projects	Yes	2% required from private developers working w/City Redevelopment Agency
San Francisco, CA City and County of San Francisco Arts Commission (SFAC)	870,887	Yes	2% of all capital improvement projects	Yes	1% on site OR 1% in-lieu fee
Santa Rosa, CA City of Santa Rosa	175,269	Yes	1% of all development projects	Yes	1% of commercial projects >\$500,000 OR 1% in-lieu fee
San Diego, CA City of San Diego Commission for Arts & Culture	1,423,851	Yes	2% of all capital improvement projects	Yes	1% on-site (artwork or cultural facility) OR .5% in-lieu (Projects > \$5,000,000 only)
Ventura, CA City of Ventura Office of Cultural Affairs	111,128	Yes	2% of eligible capital improvement	No	N/A

Appendix B. Art in Private Development Allocations (2013-2019)

	Address	Developer/Project Name	CURRENT		
			1% Onsite Requirement	Actual	Actual%
2013	600 W. California Street	Sunnyvale Business Park	\$76,950	\$92,679	1.20%
	1020 Kifer Road	Intuitive Surgical	\$132,904	\$319,904	2.41%
	580 N. Mary Avenue	Peery-Arrillaga	\$111,685	\$154,321	1.38%
	307-309 Pastoria	Peery-Arrillaga	\$64,543	\$86,044	1.33%
	384 Santa Trinita	Oakmead Tower	\$78,460	\$85,141	1.09%
	301 W. Washington Avenue	BRE Properties/Solstice Apartments	\$26,000	\$103,500	3.98%
2014	1275-1395 Crossman Avenue	Net App	\$188,259	\$592,849	3.15%
	660 W. El Camino Real	T2 Development/Marriott Courtyard	\$69,490	\$120,000	1.73%
	1152 Bordeaux Drive	Jay Paul Co./Moffett Place	\$1,113,823	\$3,081,960	2.77%
2015	479 Pastoria Avenue	Peery-Arrillaga/Mercedes Benz	\$64,968	\$96,592	1.49%
2016	1221 Crossman Avenue	Jay Paul Co./Moffett Gateway	\$656,039	\$1,046,472	1.60%
2017	555 N. Mathilda Avenue	Kilroy Realty	\$512,619	\$924,281	1.80%
2018	1110 Lockheed Martin Way	Jay Paul Co./Moffett Towers II, Phase 1	\$838,490	\$1,791,103	2.14%
	280 N. Wolfe Road	Jay Paul Co./Wolfe @ Central	\$963,604	\$1,160,573	1.20%
	221 N. Mathilda Avenue	Spear Street/23andMe	\$130,011	\$813,500	6.26%
2019	767 Mathilda Ave.	OTO Development/Hilton Garden Inn	\$157,585	\$165,951	1.05%
	1110 Lockheed Martin Way	Jay Paul Co./Moffett Towers II, Phase 2	\$1,191,735	\$2,787,184	2.34%
	725 S. Fair Oaks Avenue	T2 Development/AC by Marriott	\$105,364	\$105,500	1.00%
			\$6,482,529	\$13,527,554	
2013-19 AVERAGE PER PROJECT					2.11%
2013-19 MEDIAN PROJECT SIZE					1.66%

Appendix C. Stakeholder Meetings Attendees

Outreach Venue	Date	Location	Attendees
Sunnyvale Arts Commission Presentation	2/25/19	Community Center, Neighborhood Room	Commissioner Susannah Vaughan, Chair Commissioner Jeremie Gluckman Commissioner Julie Rogers Commissioner Sue Serrone
Moffett Park Business Owners Presentation	3/11/19	Lockheed Martin	Moffett Park Business Group
Parks & Recreation Commission Presentation	3/13/19	City Council Chambers	Commissioner Ralph Kenton, Chair Commissioner Daniel McCune, Vice Chair Commissioner Henry Alexander III Commissioner Prakash Giri
MPPA Taskforce Presentation	3/26/19	Sunnyvale Senior Center	Reid Myers, Neighborhood Association Ben Picard, Sunnyvale School District Susannah Vaughan, Arts Commission
Business Owners/Developers Presentation	3/29/19	City Hall, West Conference Room	Mike Clark, Irvine Company Carlene Matchniff, Irvine Company Eric Foraker, PSAI Realty Partners John DiNapoli, DiNapoli Companies Peter Larko, DiNapoli Companies Josh Rupert, Hunter Storm Properties Derek Suarez, Dove Hill Capital Kevin Tazala, Starwood Capital Group Jose Bustamante, Irvine Company Casey Kraning, Jay Paul Company Kerry Haywood, Moffet Park Business Group Connie Verceles, Sunnyvale Economic Development

Appendix D. Public Outreach Attendees

Kavita Ahuja	Doris Han	Isabel Moh
Jenny Angerman	Nili Helman-Caspi	Suzanne Moshier
Namrata Arora	Becky Horton	Suneeta Nagaraja
Arunkarthikeyan Balakrishnan	Tien Hsu	Tiffany Namwong
Alma Covarrubias	Wanlin Huang	Aliza Panitz
Jeri Crystal	Sunil Jayaprakash	Charleene Puder
Marni DeWitt	Ralph Kenton	Jieting Qiu
Andrew DeWitt	Neha Khare	Hyeonju Riew
Ritika Diddi	Shiva Kumar	Viviana Salinas
Travis Duncan	Winnie Lam	Miguel Sanchez
Margie Frank	Abhiruchi Larrjewar	Vanessa Schott
Jennifer Garnett	Bob Lawson	Mike Serrone
Jeremie Gluckman	Leslie Lawton	Sue Serrone
Aaruna Godthi	Emily Li	Richard Williamson
Anubha Gupta	Cindy Liu	Jennifer Wilson
Tanya Hadirca	Mary Mathew	Yu Zheng

Appendix E. Art in Public Places Permanent Collection

	Artist	Title	Year	Location	Photo Credit
1	Judy Ackeret	<i>Only Flowers Bloom</i>	1985	CC/Senior Center - Cypress Room	
2	Lydia Sanchez & Diana Argabrite	<i>Untitled</i>	2016	Fair Oaks Park - Park Building Façade	Fotos by Flee
3	Artecllettica	<i>Under the Sea</i>	2014	Seven Seas Park	Fotos by Flee
4	John Battenberg	<i>Murphy Street Scene</i>	1988	CC/Orchard Heritage Park	
5	Sandra Beard	<i>Untitled #2</i>	1985	CC/Senior Center - Manager's Office	
6	Sandra Beard	<i>Untitled #3</i>	1985	CC/Theater Lobby	
7	Douglas Chun	<i>Valley Vineyard II</i>	1989	CC/Theater Lobby	
8	Douglas Chun	<i>Approaching Storm</i>	1989	CC/Theater Lobby	
9	Lee Truax Dalton	<i>Portrait of Antone Vargas</i>	1991	CH/Council Chambers Lobby	
10	Elizabeth Devereaux	<i>Allegorical Landscape</i>	1991	Library	Fotos by Flee
11	Carol Donegan	<i>Ghost of Silicon Valley</i>	1980	CC/Senior Center - Maple Room	
12	Joe Draegert	<i>August</i>	1985	CH/Council Chambers	
13	Joe Draegert	<i>Still Life with Artichoke Blossom</i>	1989	CH/Mayor's Office	
14	Nancy Weeks Dudchenko	<i>It's a Symphony</i>	1991	CH/One Stop Permit Center	
15	Dan Dykes	<i>Matrix</i>	1984	CC/CAC Lobby	Kristin Dance
16	Sharon Evans	<i>Charles Spalding</i>	1991	CC/CAC Art Storage	
17	Gene Flores	<i>El Paso de los Suenos</i>	1985	CH/Lawn, Corner ECR & Mathilda Ave	
18	Alice Freund	<i>Walter Everett Crossman</i>	1991	CH/Council Chambers Lobby	
19	D. Gabarais	<i>Seagulls</i>	1976	CC/Senior Center Lobby	
20	Bob Gerbracht	<i>Portrait of John Hendy</i>	1991	CC/Art Storage	
21	Matt Glavin	<i>Genesis #802</i>	1987	CH/Council Chambers	
22	Peter Hazel	<i>Influence (and) Arrival</i>	2015	Murphy Park Building	Fotos by Flee
23	Gerald Heffernon	<i>Fruit Gigantica</i>	2004	Downtown Plaza/Evelyn & Francis	
24	Martin Hernandez	<i>Growth in the Valley</i>	1997	Columbia Neighborhood Center Lobby	
25	Jane Hofstetter	<i>Romeo and Juliet</i>	1980	CC/Art Storage	
26	Martha Hubert	<i>Night Passage: 2</i>	1988	CH/Council Chambers	
27	Gordon Huether	<i>Tree of Life</i>	2003	CC/Senior Center Main Entrance	
28	Gordon Huether	<i>Forest</i>	2003	CC/Senior Center Lobby	
29	Bill Iaculla	<i>Cathedral Windows</i>	1987	CH/Hallway	
30	Melissa Jennifer	<i>Pole People</i>	2006	Columbia Neighborhood Center	Fotos by Flee
31	J. Seward Johnson	<i>Out to Lunch</i>	1985	Library	Fotos by Flee
32	Judy Miller Johnson	<i>Angel's Trumpets</i>	1985	CC/Senior Center Hallway	

CC = Community Center CH = City Hall CAC = Creative Arts Center

	Artist	Title	Year	Location	Photo Credit
33	Ellen Kiefer	<i>Purification</i>	1983	CC/Senior Center Willow Room	
34	Carlos Laorca	<i>Layer Painting #1</i>	1988	CC/CAC Meeting Room	
35	Lebadang	<i>Nature's Prey</i>	1988	CC/Senior Center Maple Room	
36	Sarah Linder	<i>Portrait of Martin & Mary Murphy</i>	1991	CC/Art Storage	
37	Jean Pierre Larochette & Yael Luri	<i>Unfolding Knowledge</i>	1991	Library	
38	Sandra MacDiarmid	<i>Waijimi Market, Japan</i>	1985	CC/Art Storage	
39	Therese May	<i>Sunnyvale Community Quilt</i>	2004	CC/Senior Center Hallway	
40	Sal Pecoraro	<i>A Tempo Omaggio</i>	1989	CC/Upper Pond	
41	Carol Pfoutz	<i>Community Center Oak</i>	1981	CH/Council Chambers	
42	Virginia Pochman	<i>Lily Pond</i>	1987	Library	Fotos by Flee
43	Frank Rosen	<i>Metamorphosis of an Uncommercial Salesman</i>	1983	CH/Council Chambers	
44	David Saccheri	<i>Charles Stowell</i>	1991	CC/Art Storage	
45	Roberto Salas	<i>Lakewood Community Mural</i>	1991	Lakewood Park Playground	Fotos by Flee
46	Lydia Sanchez	<i>Sunnyvale Community Mural</i>	2010	Fair Oaks Park - NE Field	
47	Susan Schary	<i>Portait of Ida Trubschenck</i>	1991	CH/Council Chambers Lobby	
48	Joan Schulze	<i>Bridge to Bridge</i>	1985	CC/Senior Center Waiting Area	
49	Joan Schulze	<i>Flight</i>	1985	CC/Senior Center Waiting Area	
50	Joan Schulze	<i>Sunstorm</i>	1985	CC/Senior Center Waiting Area	
51	Robert Semans	<i>Portait of Alillion Wilhelmy</i>	1991	CH/Council Chambers Lobby	
52	Robert Semans	<i>Edwina Benner</i>	1991	CH/Council Chambers Lobby	
53	Kathleen Sharp	<i>Portal Study</i>	1989	CC/Art Storage	
54	Jeff Bordona & Danny Sheu	<i>Untitled</i>	1998	Washington Park/Restroom Exterior	
55	Jeff Bordona & Danny Sheu	<i>Untitled</i>	1991	Lakewood Park Building	
56	Dan Snyder	<i>(Island Fantasy) Untitled</i>	1997	Washington Park Playground	
57	Mark Templeton	<i>Untitled</i>	1989	CH/Lobby	
58	Mark Templeton	<i>Untitled</i>	1989	CH/Lobby	
59	Marilyn Thompson	<i>Portrait of Carl & Hannah Olson</i>	1991	CH/Council Chambers Lobby	
60	Earlyn Tomasini	<i>Mass Transit</i>	1996	Public Safety Main Entrance	
61	Flo Oy Wong	<i>1933: Gee Lai Wah. Made in usa: Angel Island Shh</i>	2008	CC/Senior Center Sequoia Room	
62	Naomi Zapanta	<i>Roots</i>	1979	CH/Council Chambers	

CC = Community Center CH = City Hall CAC = Creative Arts Center

Appendix F. Art in Private Development Collection

	Artist	Title	Year	Location	Photo Credit
1	Marlo Bartels	<i>Untitled Obelisks</i>	2001	140 E. El Camino Real/Cherry Orchard	Fotos by Flee
2	Diana Pumpelly Bates	<i>Aglaiia</i>	2000	1184 & 1194 Mathilda Ave/Juniper Networks	
3	Susan Pascal Beran	<i>Music of the Spheres: Simple Harmonies</i>	1999	1255 Orleans Drive/Homestead Village	
4	Roger Berry	<i>Compass</i>	2013	384 Santa Trinita Road/Oakmead Tower	Alfred Leung
5	Michael Brown	<i>Ball Tower</i>	2002	100-190 Mathilda Place	Alfred Leung
6	Ben Bullock	<i>Untitled</i>	2000	1060 Stewart Drive/Public Storage	
7	John Clement	<i>Wiggle Room</i>	2008	1376 & 1380 Bordeaux Drive/Bordeaux Center	
8	John Clement	<i>C'mon</i>	2008	1376 & 1380 Bordeaux Drive/Bordeaux Center	
9	Troy Corliss	<i>Meadow Flowers – nemophila menziesii variations</i>	2009	298 W. McKinley Ave/Target	Alfred Leung
10	Lewis deSoto	<i>Sunnyvale Mandala</i>	2012	1271 Lawrence Station Road	
11	Richard Deutsch	<i>Etude</i>	1999	Stewart Drive at De Guigne/Oakmead West Office Park	
12	Albert Dicruitalo	<i>Looper</i>	2016	433 Mathilda Ave.	
13	Guy Dill	<i>Watermark</i>	2005	803 11th Ave/Moffett Park	
14	Guy Dill	<i>Key Angel</i>	2005	804 11th Ave/Moffett Park	
15	Guy Dill	<i>Heydan</i>	2008	111 Java Drive/Java Metro Center	
16	Laddie John Dill	<i>Technically West</i>	2013	580 Mary Ave/LinkedIn	
17	Laddie John Dill	<i>Blue Cobalt Flow</i>	2013	600 California Ave./Sunnyvale Business Park	
18	Scott Donahue	<i>The Way it Was</i>	2006	398 El Camino Real at Mathilda Ave/Cherry Glen Plaza	
19	Dan Dykes	<i>Untitled</i>	2000	1400 Kifer Road	
20	Robert Ellison	<i>Name that Food Group</i>	2010	112 E. El Camino Real at Sunnyvale-Saratoga Road	Fotos by Flee
21	Robert Ellison	<i>Source</i>	2010	150 E. El Camino Real/Safeway	
22	Carole Feuerman	<i>Double Diver</i>	2014	1275-1395 Crossman Ave., Building 9/NetApp	Fotos by Flee
23	David Franklin	<i>Untitled</i>	2019	725 Fair Oaks Ave./AC Hotel by Marriott	Jeremy Green
24	Denis Gallagher	<i>Untitled</i>	2002	1220 Mathilda Ave./Juniper Networks	
25	Stephen Galloway	<i>Element: Grove</i>	2019	221 N. Mathilda Ave./23andMe	Stephen Galloway

	Artist	Title	Year	Location	Photo Credit
26	Cliff Garten	<i>Auras</i>	2017	1152 Bordeaux Drive/Moffett Place	Jeremy Green
27	Cliff Garten	<i>Ebb</i>	2015	1221 Crossman Ave./Moffett Gateway	Jeremy Green
28	Cliff Garten	<i>Flow</i>	2015	1221 Crossman Ave./Moffett Gateway	Jeremy Green
29	Cliff Garten	<i>Illuvium</i>	2019	1152 Bordeaux Drive/Moffett Place	Jeremy Green
30	Cliff Garten	<i>Untitled</i>	2009	1100-1140 Enterprise Way/Moffett Towers I	
31	Cliff Garten	<i>Untitled</i>	2014	660 W. El Camino Real/Courtyard by Marriott	
32	Cliff Garten	<i>Suturis</i>	2019	1111 Lockheed Martin Way/ Moffett Towers II	Jeremy Green
33	Cliff Garten	<i>Untitled</i>	2017	222 N. Wolfe Road/Apple	
34	Navid Ghedami	<i>Living</i>	2001	1039 E. El Camino Real/Belmont Assisted Living	
35	Matt Gil	<i>Rookie</i>	2008	525 Almanor Drive	
36	Matt Gil	<i>Untitled</i>	2002	1350 Mathilda Ave.	
37	Steve Gillman	<i>Untitled</i>	1997	1257 Lakeside Drive/Avalon Silicon Valley	Fotos by Flee
38	Steve Gillman	<i>Untitled</i>	1997	1257 Lakeside Drive/Avalon Silicon Valley	
39	Brian Goggin	<i>The Labyrinth</i>	2003	701 First Ave.	
40	Brad Goldberg	<i>Untitled</i>	2001	475 Java Drive/Net App	Fotos by Flee
41	Albert Guibara	<i>Reaching for the Stars</i>	2000	950-1000 Maude Ave./LinkedIn	
42	J.S. Hargraves	<i>Untitled</i>	2000	871 W. El Camino Real/Grand Hotel	
43	Archie Held	<i>Sunnyvale</i>	2002	100-190 Mathilda Place	
44	Archie Held	<i>Dance</i>	2001	1188 Arques Ave.	
45	Brad Howe	<i>Dos Orbitos (Two Orbits)</i>	2004	898 W. El Camino Real/Toyota of Sunnyvale	
46	Brad Howe	<i>Locomotive</i>	2008	780-820 E. El Camino Real/Walgreens	
47	Brad Howe	<i>Soft Cycle</i>	2005	760 E. El Camino Real	
48	Brad Howe	<i>Toggle</i>	2005	760 E. El Camino Real	
49	Brad Howe	<i>Tumble</i>	2008	770 E. El Camino Real/PetSmart	
50	Brad Howe	<i>Brio</i>	2019	767 N. Mathilda Ave./Hilton Garden Hotel	
51	Gordon Huether	<i>Super Duper</i>	2008	875 Arques Ave./Super Storage	
52	Johanna Jordan	<i>Untitled</i>	1992	North Mary Ave. at Corte Madera	

	Artist	Title	Year	Location	Photo Credit
53	Ned Kahn	<i>Wind Cube</i>	2001	701 First Ave. at Mathilda Ave.	
54	John King	<i>The History of the Tool</i>	2006	811 Arques Ave./Lowe's	
55	Larry Kirkland	<i>Garden Gifts</i>	2011	301-401 Old San Francisco Road/Palo Alto Medical Foundation	Fotos by Flee
56	John Krawczyk	<i>Child's Play</i>	2016	555 Mathilda Ave.	Fotos by Flee
57	Rob Lorenson	<i>Simple Form</i>	2000	1263 E. Arques Ave.	
58	Sharon Loudon	<i>Reflecting Tips</i>	2001	701 First Ave. at Mathilda Ave	
59	Kenneth Matsumoto	<i>Untitled</i>	2000	400 Caribbean Drive	
60	Kenneth Matsumoto	<i>Canyon</i>	1995	599 Mathilda Ave.	
61	R.W. McBride	<i>Wings of Faith</i>	2001	165 Gibraltar Court	
62	David Middlebrook	<i>Brain</i>	1999	940 Hamlin Court	
63	David Middlebrook	<i>Untitled</i>	1998	556 E. El Camino Real/In-n-Out Burger	
64	James Mitchell	<i>Vociferous</i>	1990	950 De Guigne Drive	
65	Nancy Mooslin	<i>Streams of Time</i>	2003	100 Mathilda Place	
66	Bruce Niemi	<i>Emergence IV</i>	2001	1030 Maude Ave./Synopsis	
67	Kathleen Noonan	<i>Untitled</i>	1999	748 Mathilda Ave./Larkspur Hotel	
68	Tom Ostenberg	<i>Above Conflict</i>	2000	1260 Crossman Ave.	
69	Troy Pillow	<i>Alignment</i>	2013	1020 Kifer Road/Intuitive Surgical	Alfred Leung
70	Troy Pillow	<i>Connection</i>	2010	1250 Kifer Road/Intuitive Surgical	
71	Troy Pillow	<i>Elevate</i>	2010	1250 Kifer Road/Intuitive Surgical	
72	Troy Pillow	<i>Flow</i>	2011	615 Tasman Drive/Via	
73	Eric Powell	<i>Tools of Technology</i>	2013	301 W. Washington Ave./Solstice Apartments	Fotos by Flee
74	Welton Rotz	<i>Light Gate</i>	2005	1290 Kifer Road/Kifer Commerce Park	
75	Tony Sheets	<i>Untitled</i>	1992	106 Lawrence Station Road/All Aboard Mini Storage	
76	Dan Snyder	<i>Untitled</i>	1992	781 E. El Camino Real/Hacienda Shopping Center	
77	Christoph Spath	<i>Red Disc</i>	2002	825 Stewart Drive	
78	Dan Winterich	<i>Receiver</i>	2011	975 Benecia Ave.	
79	Dan Winterich	<i>Cresecent</i>	2013	307 Pastoria Ave./Mercedes Benz	
80	Dan Winterich	<i>Standpoint</i>	2015	479 Pastoria Ave.	Fotos by Flee

Appendix G. Implementation Strategy Options

Implementation Strategies	Objectives	Program Deliverables	Estimated Initial Cost	Estimated Annual Cost	Funding Source(s)	Public Art Fund Eligible
OPTION 1	Maintaining current AIPD in-lieu fees and General Fund contribution					
	Broaden the Scope of the Public Art Program	Create a Directory of Local/Regional/National Artists	\$3,000	\$0 (gallery/add. staff)	GF	No
	Broaden the Scope of the Public Art Program	Develop Art to Better Reflect Cultural Diversity	\$0	\$0	GF, PAF	Yes
	Broaden the Scope of the Public Art Program	Provide Recognition to Developers for Contributions	\$0	\$0	PAF	Yes
	Enhance Management of the Public Art Program	Conduct Regular Review of Master Plan for Public Art	\$0	\$0	GF	
	Enhance Management of the Public Art Program	Provide Professional Development for Staff	\$0	\$3,500	GF	No
	Encourage Arts Commission Involvement		\$0	\$0	GF	No
	Increase Visibility of Public and Private Art	Develop Website and Self-Guided Tour Program	\$10,000	\$5,000	GF	No
	Increase Visibility of Public and Private Art	Require AIPP Artists to Provide Community Workshops	\$0	\$0	PAF, GF	Depends
	Systems Approach to Conservation/Maintenance of Public Art	Engage Original Artists in Art Collection Restoration	\$0	\$0 (annual cons/maint)		
	Systems Approach to Conservation/Maintenance of Public Art	Original Artists Required to Document Artwork	\$0	\$0		
	Update Codes, Policies, Procedures		\$0	\$0	GF	No
OPTION 1 TOTAL			\$13,000	\$8,500		
OPTION 2 (PLUS OPTION 1)	Public Art Expansion through increased AIPD in-lieu fee incentives					
	Broaden the Scope of the Public Art Program	Develop a Sculpture Park	\$1,000,000	\$50,000-\$100,000	PDF, CIP, PAF, GF	Yes
	Broaden the Scope of the Public Art Program	Temporary Art Projects		\$20,000-\$75,000	PAF, GF	Yes
	Broaden the Scope of the Public Art Program	Develop Public Art Based Projects with School District(s)	\$0	\$20,000-\$75,000	GF, PAF, PDF	Yes
OPTION 2 TOTAL			\$1,000,000	\$90,000-\$250,000		
OPTION 1 TOTAL			\$13,000	\$8,500		

GF = General Fund CIP = Capital Improvement Projects PDF = Park Dedication Fund PAF = Public Art Fund

Implementation Strategies	Objectives	Program Deliverables	Estimated Initial Cost	Estimated Annual Cost	Funding Source(s)	Public Art Fund Eligible
OPTION 3 (PLUS OPTION 1)	Public Art Expansion through increased General Fund contribution					
	Broaden the Scope of the Public Art Program	Create Exhibit and Gallery Spaces	\$15,000	\$50,000	GF	No
	Broaden the Scope of the Public Art Program	Explore Ongoing Public Art Workshops and Lectures	\$0	\$20,000	GF	No
	Enhance Management of the Public Art Program	Allocate Additional Staff Resources	\$0	\$30,000	GF	No
	Systems Approach to Conservation/Maintenance of Public Art	Conduct a Curatorial and Maintenance Study	\$65,000	\$0	GF	No
	Systems Approach to Conservation/Maintenance of Public Art	Annual Conservation and Maintenance Allocation	\$0	\$25,000	GF	No
OPTION 3 TOTAL			\$80,000	\$125,000		
OPTION 1 TOTAL			\$13,000	\$8,500		
OPTION 4 (INCLUDES ALL)	Public Art Expansion through increased AIPD in-lieu fees and increased General Fund contribution					
			OPTION 1 (CURRENT)			
			\$13,000	\$8,500		
			OPTION 4 (INCLUDES ALL)			
			\$1,093,000	\$223,500-\$383,500		

GF = General Fund CIP = Capital Improvement Projects PDF = Park Dedication Fund PAF = Public Art Fund

Appendix H. Sunnyvale MPPA Community Engagement Summary

Introduction

The Community Engagement Process

The Sunnyvale Master Plan for Public Art engagement spanned from August 2017 through September 2017. The process provided multiple entry points for all residents, communities, and sectors of Sunnyvale to participate through community-based conversations, meetings, and interviews facilitated by the consultants, and a community survey. The triangulation methodology to the community engagement process ensured genuine and deliberate engagement with a broad cross section of Sunnyvale's community members and stakeholders. The goals were to:

- 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 plan
- Cultivate new partners/allies and collaborations
- Stimulate broad awareness and momentum for the plan

Project Timeline

- June/July 2017: Project Initiation
- August/September 2017: Community meetings, discussion groups, individual interviews, and open community survey
- September/October 2017: Research analysis, summary and preliminary strategy development
- October/November 2017: Draft plan development, review and revisions
- December/January 2017: Final plan development and approval

Community and Civic Engagement

The project team and staff conducted:

- 20 individual interviews
- 10 discussion groups
- 3 community meetings
- Arts Commission and City Council presentations
- Task force meetings and presentations
- Core Team meetings

Survey Methodology

As a complement to the other forms of community engagement, the Sunnyvale Community Survey provided an opportunity for residents to lend their voice to the planning process. The survey sought residents' opinions, attitudes and preferences about public art in the Sunnyvale community.

The online survey was open to residents of the City of Sunnyvale from July 29, 2017 through September 18, 2017. A total of 787 respondents completed the surveys. Data is weighted to census demographics where appropriate. Significant differences are noted in the survey summary.

Engagement Results Summary

What we heard.

Sunnyvale the Place

When asked, what defines Sunnyvale as a place, most residents and workers agree that Sunnyvale is defined by its agricultural roots, its parks and open spaces, and its diverse individuals and communities. The city is also defined by its growing economic divide, technology and innovation, and its identity as part of Silicon Valley. The city is regarded primarily as a destination city due to the large number of workers who travel to the city daily, but do not live or socialize in the city. The Sense of Place Statement, included as part of the plan, gives a more detailed statement about Sunnyvale.

Many see an abundance of opportunity with the development of the Master Plan for Public Art, including:

- Creating vibrancy in the downtown area and the neighborhoods
- Establishing identity and community pride with iconic gateways, and public art identifiers for neighborhoods.
- Developing temporary and interactive art programs for space activation
- Connecting places with art and creating gathering places
- Engaging the business community in a meaningful way and educating the community about the contributions of the business community
- Engaging school age children with the existing public art collection and new participatory opportunities

Public Art Program

The current City Public Art Program has very limited visibility, although an extraordinary collection. There is a desire by the public for the program to beautify and provide more public arts programming and access; and there is a desire of the business community to have more flexibility in the process.

Overall, the **current** state of the public art program is defined by:

- Lack of awareness or knowledge of the public art program.
- Limited visibility of public art since most art has been commissioned from private development.

- Lack of reflection of the history and the ethnic diversity of the city.
- Lack of awareness or understanding of the in-lieu fee option.
- Based on permanent pieces of art only.

Overall, the **desired** state of the public art program is:

- More visibility of current collection; online gallery, self-guided tours, expansion of types of art, more art in truly public places.
- More diversity in the program including art that is flexible, functional, interactive, and temporary.
- Access to public artists by the business community.
- More flexibility for private development ordinance and in lieu fees.
- Greater and ongoing engagement with community in terms of artmaking and implementation

Locations for Public Art

The primary desired locations for public art are public spaces where people currently gather and in places to attract more people and create new gathering places. Many want to see the art in their own neighborhoods and communities and away from public building and more as part of the community. Pedestrian areas, parks and open spaces are also priorities. Specific locations include:

- Downtown
- Murphy Avenue
- Plaza del Sol
- Library
- Parks
- Schools (may be rotating art)
- Famer's Market
- Heritage Museum
- Street-level art
- Train stations
- Bus stops
- Cherry Orchard
- All neighborhood gateways
- Sunnyvale gateways
- As connections for places
- New Civic Center
- Street Intersections
- Wayfinding and signage

Community Vision

There are many visions for the arts in Sunnyvale. Almost all the participants in this process agree they want Sunnyvale to become more of a connected community through art, experience art as part of their daily lives, and have more interesting gathering places and events.

"I would like to see public art that feels like it is part of a place and enhances the sense of what that place represents. If a park is historical, then art should accentuate the sense of time. If a plaza is for community gatherings, the art should help people make connections to the place and each other."

~Survey respondent

"Walking around our neighborhood, we see an increasingly culturally diverse population. We wish there were events and an emphasis on our common experiences to help bring us together"

~Survey respondent

"Sunnyvale needs more areas where people want to congregate and part of that is creating more public art, combined with parks, natural spaces, and nearby cafes/eateries--places like that would generate a lot of buzz for the city. More art and writing classes for adults (at night for working adults) would be good"

~Survey respondent

Ranking: When you have visitors, where do you take them in Sunnyvale?

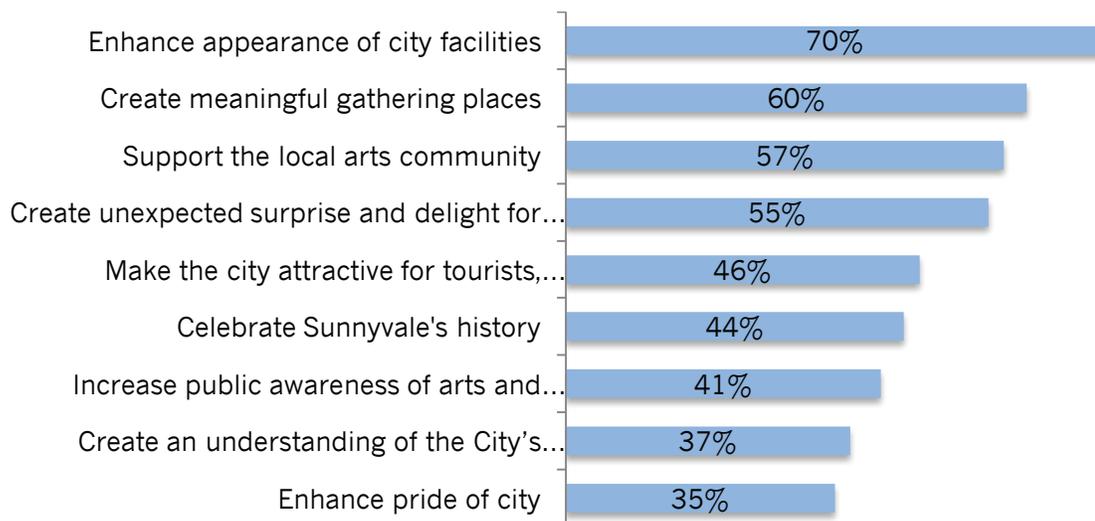
- #1 – Murphy Avenue
- #2 – Parks and Open Spaces, Bike Trails
- #3 – Farmers Market
- #4 – Heritage Museum

Additional places cited: Charles Street Garden, Community and Master Gardner Center, library, Theatre at Community Center, Moffet Field, Tech business parks, El Paso de Los Suenos.

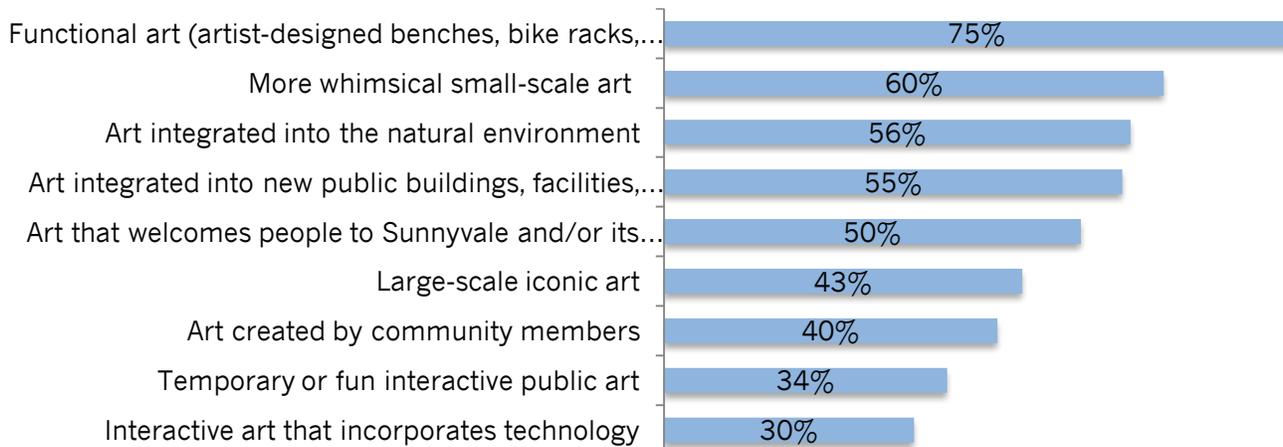
Public Art in Sunnyvale

Overall, respondents want to see more art in Sunnyvale. Although the overall top impact is enhancing city facilities, this varies by age. Any younger respondents want to see art create meaningful gathering places and create surprise more than just enhancing the city buildings. Also, younger respondents want to see more interactive art and art created by community members.

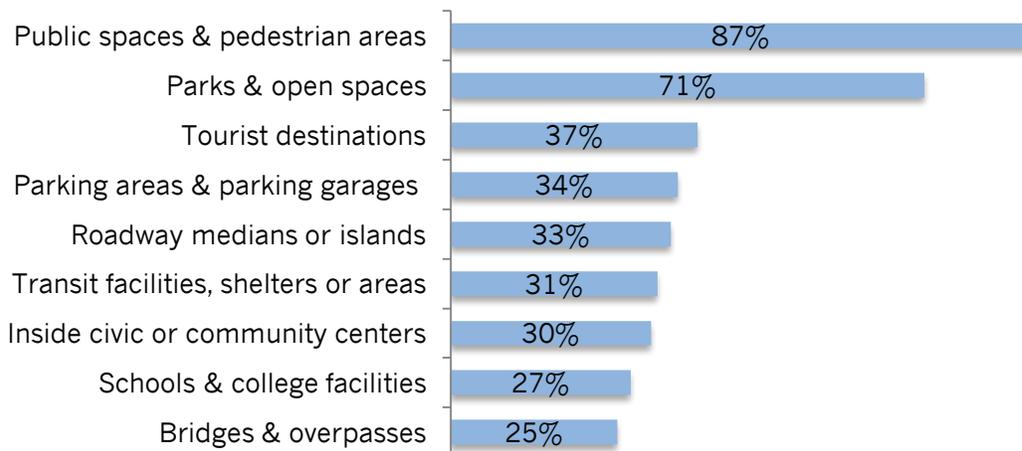
Thinking about the impact public art can have in the City of Sunnyvale, which are the most important?



What type of public art do you want to see in Sunnyvale?

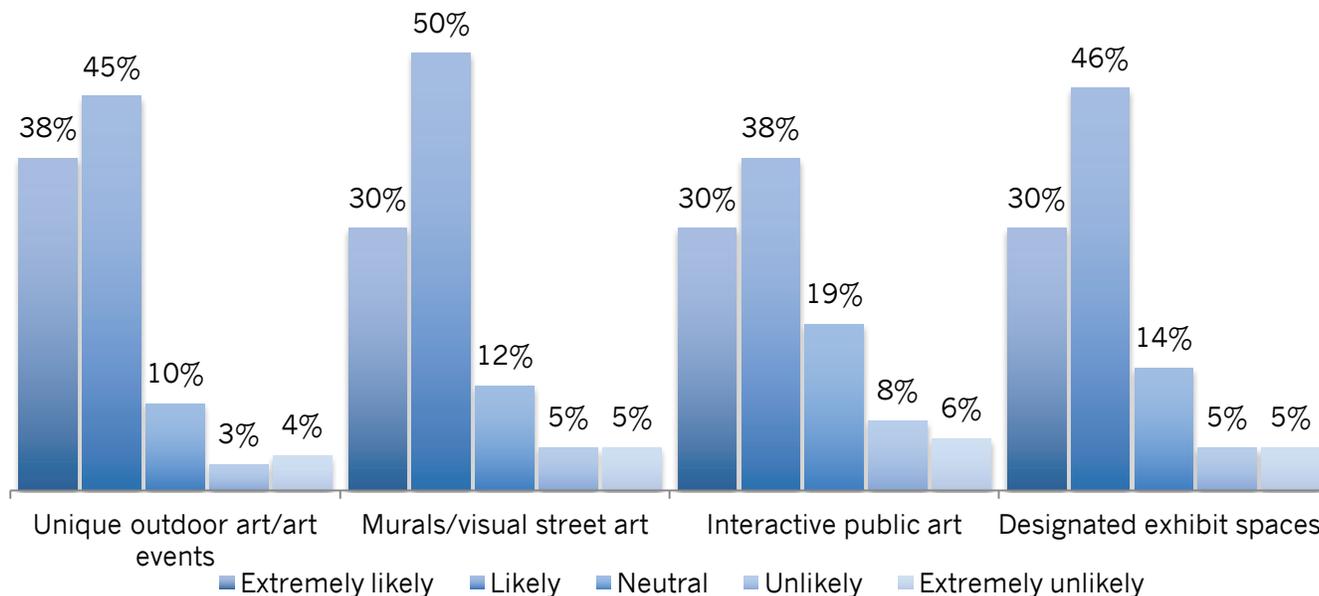


Where are the most important locations for public art (temporary, interactive, or permanent) in Sunnyvale?



Additional locations: Downtown; El Camino Real; Churches and mosques; Sunnyvale commercial and business districts; Art galleries within the Civic Center; Rotating shows throughout city; anywhere people congregate.

How likely are you to visit any of the following, if happening in Sunnyvale?



As shown above, there is significant interest in all the options with unique outdoor events such as creative lighting displays, landscape/architectural installations being the most popular (83%). Murals and visual street are a close second (80%).

Other arts and cultural experiences

When asked about what other arts and cultural experiences residents want to see in Sunnyvale the following were dominant within the suggestions:

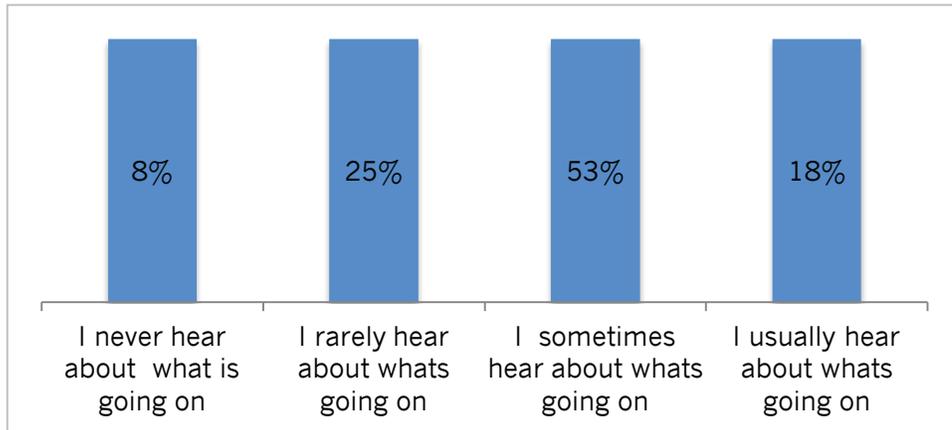
- More artistic opportunities for children and young adults including performing arts (theatre) and outdoor experiences (art in the park).
- More festivals celebrating the diversity of the area (Diwali, Chinese New Year, Cinco de Mayo, Eid-ul-Fitr, and more).
- Signature festival or event that is unique to Sunnyvale and puts “Sunnyvale on the map”.

- Art celebrating the history and the diversity of Sunnyvale and its residents.
- More outdoor festivals, events, performances, and art throughout Sunnyvale.

Communications

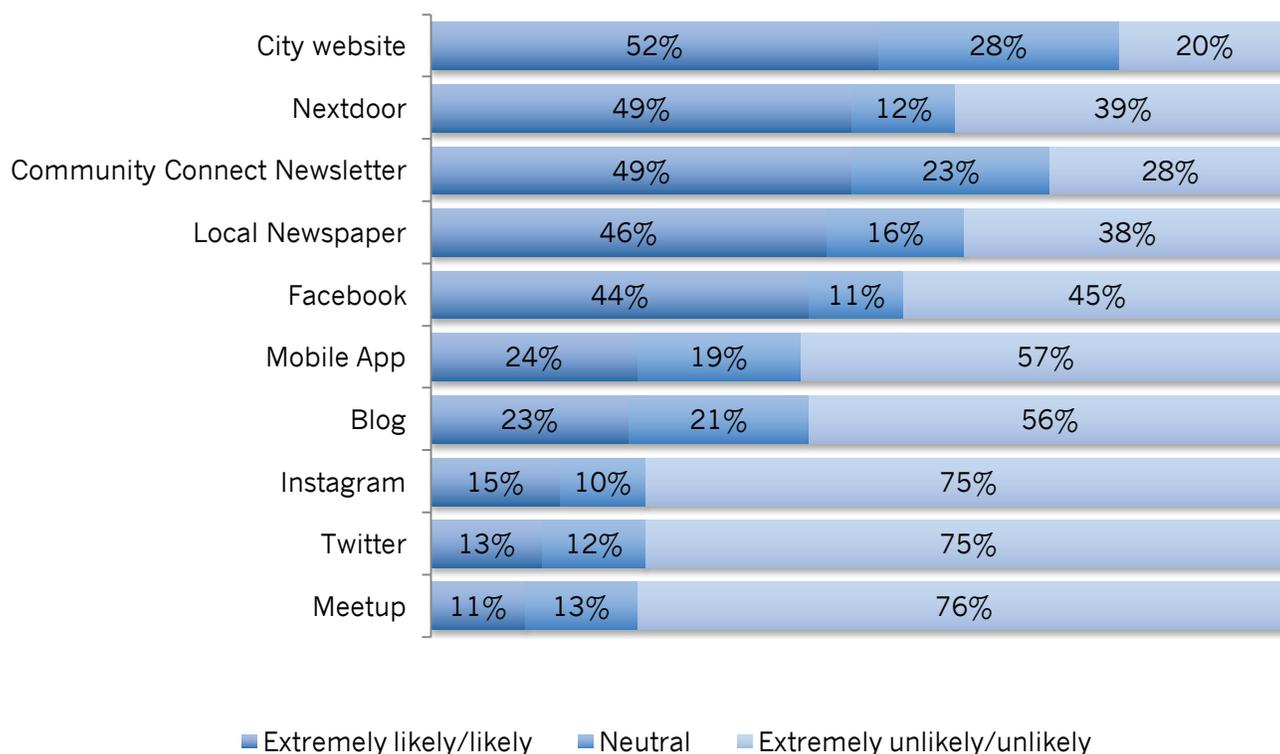
Eighteen percent of respondents usually hear what's going on although the majority do not feel well informed about what is going on in Sunnyvale. Younger respondents (under 44 years of age) are less likely to hear what is happening than older respondents.

How well-informed do you feel you are about arts and cultural happenings in Sunnyvale?



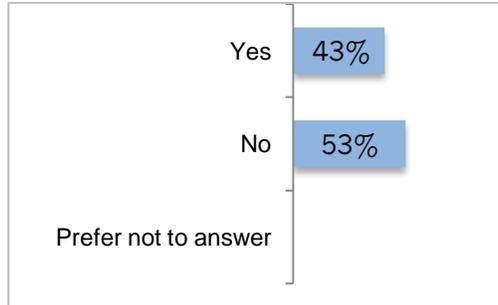
Overall, the City website, Nextdoor site, and newsletters are the most preferred communication channels. Although, there are significant differences for age. Younger respondents (under 44 years of age) are much more likely to use Facebook and a Mobile app, and older respondents are more likely to use the City website and newsletters. One channel that is embraced by all is the Nextdoor site. The results demonstrate the necessity of having a multi-channel communications strategy.

How likely are you to use the following to find out what is happening in Sunnyvale?

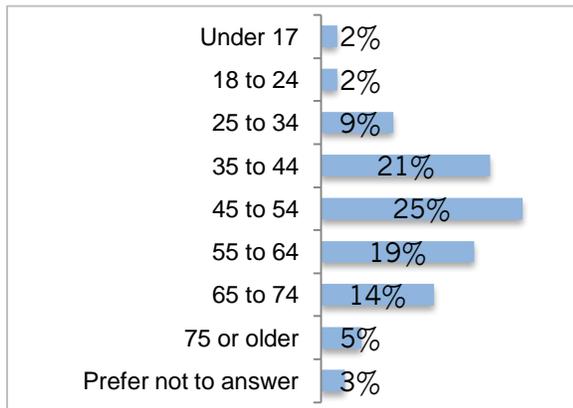


Respondent Demographic Profile

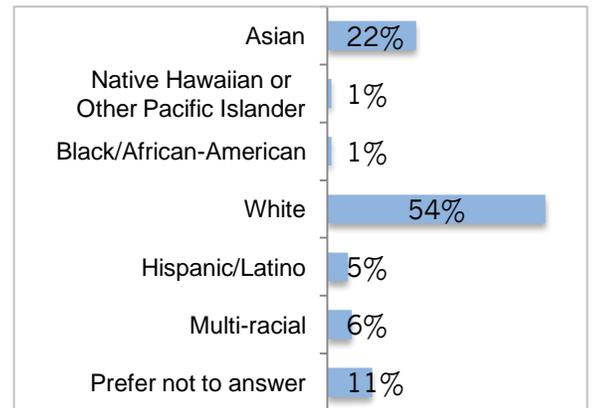
Children under 18 in household?



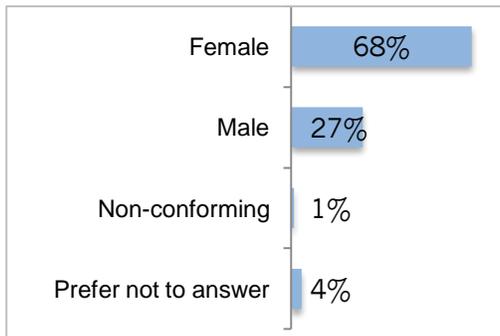
Age



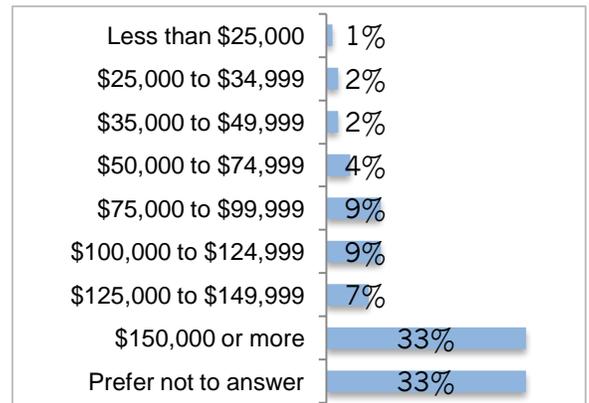
Race/Ethnicity



Gender



Income



APPENDIX

Verbatim Survey Comments

The following are the verbatim comments from the community survey. The number and thoughtfulness of responses show respondents pride in their city and a desire to see more art throughout their community.

Uniqueness of Sunnyvale

<i>What makes Sunnyvale unique?</i>
city with a diverse population
Love the quiet, clean, and diverse nature of Sunnyvale. We would love to see even greater diversity.
The transformation from a small orchard town to a hub of technological innovation while also maintaining a small-town attitude and ideals, with great proximity to great schools like Stanford and San Jose State, and international cities like San Francisco,
- diversity in people, culture and business. - safe, friendly and convenience
- some diversity of people and culture - integration and omnipresence of technology - the history, influence, relationship and vibe of the greater Bay Area
-Accessibility to everything, i.e. schools, work, diverse selections of restaurants / grocery, public offices -community services: recreation activities, farmers market, financial planning in the library, legal services - what I don't appreciate though is the ridiculous prices of housing (but this makes Sunnyvale unique too) -
-Farmers Market on Murphy St. -Diversity -Cal train running through it -- is a great family town amidst the hustle and bustle of Silicon Valley.
(until a few years ago, it used to be...) a quiet city in the middle of Silicon Valley that still retained part of its agricultural past (cherry and apricot orchards, corn fields?) even as it hosted large tech company buildings.
1. Cleanliness of public park/lake. 2. Art depicting history or somethings which can create curiosity in people 3. Various community programs
1. Diverse ethnicity of population 2. Climate 3. Technology
1. Lot of open spaces and parks 2. Artistically planned a designed downtown
4 main characteristics 1. Aptly named - almost always sunny! 2. Iconic fruit orchards 3. Cultural diversity 4. Good run city budget
A bridge between the orchards of the past and the tech industry of the future.
A community during technology
A cultural diversity that balances the intensity of tech with family life
A diverse multicultural hotspot of economy bundled in a sleepy suburban wrapper of bland residential areas and strip malls where everything seems to close at 9pm.
A diverse, community centric city, that embraces the different demographic groups which call it home - from opening young, hip, restaurants and attractions downtown, to the various parks around the city, technology firms, good Schools, engaged FD and PD, etc. A great place to live and raise a family in the heart of the Silicon Valley
a melting pot of lots of different neighborhoods & culture, small town feel with big city ties
a safe place that values community
A safe place to live and friendly businesses. Becoming less so with fewer places to shop.

A sense of community. I love the downtown music events, farmer's market, and other gathering places and activities (library etc.). We have pride in our town and a strong sense of being one community.
A small well balanced city that feels like a small town while hosting major companies. We are not pretentious. We have lots of parks and a wonderful name. Good police and fire services.
A statue
A suburban feel with modern conveniences and global/diverse population in a tech-forward environment!
a true community feeling from the farmer's market, the Wednesday music nights, to all the free programs offered for children. The library is our favorite go to Sunnyvale spot!
A well run and not over populated home in the center of Silicon Valley with a good balance of Industry and housing.
A well run safe city, with many nice parks.
A wonderfully diverse population, a broad history that includes people with forward looking ideas, a lovely climate that encourages being outdoors.
Accessibility of resources within walking. Diverse community. Friendly people.
Accessible, safe and well-maintained
Agricultural heritage, and current state as technology hub. Represent the changes in the community ... people, places, and things. Solidify an identity, brand and core for Sunnyvale that represents this,
Agricultural history and pride Computer age innovations Public Safety fire, police, EMT all in one Multi-cultural appreciation
Agricultural history and technological contributions
Agricultural history still visible in a fun mix of tech and private residences.
All commercial, religious, educational places and events exists in Sunnyvale. So many recreational parks available for fun.
All the different cultures and economic backgrounds coming together.
Although it's good to have this; I don't see it as adding any value to the public in any way.
Apple
Apricots
Arboreal (tree-lined streets and cute downtown); all age friendly/ multi-cultural; small town feel with higher performing schools in certain neighborhoods, with a mix of big businesses; patient drivers (it's rare to hear a horn honked in Sunnyvale) A small big city
Art! But we are the center of Silicon Valley and need to bring some culture to our town. Fun and interactive art with fountains or other interaction brings people together. Our background in farming, military and technology is fertile ground for many pieces of art. We don't have a mission but are on the El Camino so there is some history there that could be the center of art.
As the name is Sunnyvale something like Sun Art will make unique
Assimilation at its best. Big enough to serve its residents, small enough to hear its residents. Progress. Good and overcrowded. Cutting edge and educated. Fortunate.
balance of new technology and living environment
Beautiful homes, nice sidewalks, incredible greenery.
Beautiful vegetation in Washington Park. Historic Murphy Street Library hours longer than Mountain Views Sunday's Farmer's Market
Beautiful weather, friendly people, Silicon Valley, historical fruit orchards.
Beautiful, unique and bountiful well-kept parks with public art displayed in many of the parks.
Being part of Silicon Valley, it's where the worker bees live, cultural diversity from nearly every country in the world.
Being the hub of Silicon Valley.
Best commute to the largest number of tech companies.

Best location; good diversity of people
Best parks in the Bay Area Strong sense of Community
Big city with a small city feel. Safety. The past fruit industry
Bologna. It is bologna rich.
Bright, natural
can't think of much, really. I would like to see more of a downtown - that would make it more unique
Canopy of trees, the Apricot Orchard, the growing number of young families and the growing number of diverse cultures
center of everything
Center of Silicon Valley, Murphy St
Center of the Tech Universe, but can seem barren beyond as a place to work, and live, in that order. Local government, both elected and appointed, favor South side vs North. 'Tale of Two Cities'.
central location in Silicon Valley. easy access to parks.
Central location to lots of things, tech area but still community feel
centrally located and pretty, cheap housing good schools
Cherry Orchards
cherry orchards, in central location, upcoming downtown
City characteristic, population, location and safety.
City Park and Recreation areas are much better and well maintained than other cities. Public Safety Department, they do good job to keep away all criminal activities. People feel more safe. Murphy Avenue and whole down area looks interesting and give old city down town architecture and look and people
city seems to plan well for the future - limits the last-minute knee jerk reactions great people - love our neighborhood! fiscally responsible government
Classical dull suburb.
Clean streets with luscious green trees. Friendly people, safe neighborhood. Up to date buildings, business complexes etc.
Clean streets, lots of landscaping - (need more on Matilda between Maude and San Also) Responsive public safety Good library, well used Clean parks
clean, congested, ethnically diverse
Clean, well-run city that is centrally located in the Bay Area and it is only 9 miles from Stanford, where I work.
combination of tech, arts and community
Combines agricultural history with technology while keeping a small-town feel, though the latter is becoming less apparent.
Commitment to the community and considering input from citizens on most public issues. Initiatives to involve the community. Trying to improve the city on many levels to make living here most enjoyable.
Community Center programs with opportunities for all ages + local theater at a reasonable price. Low crime rate. Multicultural and ethnic diversity.
Community feel, friendly people,
community of people Location
Community oriented
community support
Compared to other cities in the country, it's the high number of sunny days and the bay breezes all year long.
Convenient commute
Convenient shopping. Trees. Parks with unique designs. Safe.
Convenient. Relax. Sunny

cozy and convenient
Cultural diversity: large Indian, Chinese, and Latin communities. We need to celebrate/honor that more.
Culture and diversity
Diverse city. Melting Pot of various cultures.
Diverse community Nature of industry Desirable location
diverse culture
Diverse culture of people living in Sunnyvale.
diverse neighborhood
diverse population proximity to SF, SJ, mountains and beach technology
Diverse population, different cultures felt (as food, activities, etc.). Good run city, clean, lots of parks.
Diverse population, friendly people
Diverse, dynamic, international people Historic downtown and Cal train station Connection to the Bay Great parks and trails
Diverse, family friendly safe city.
diverse community easy access to mom & pop shops good mix of residential & commercial areas BUT getting too congested and noisy with traffic & overly crowded/over-built housing complex
diversity
Diversity
Diversity - with people and places. I like the mixture of historical sites and contemporary spaces.
Diversity (in so many different forms!). Technology. And the beautiful weather, of course.
Diversity (racial, cultural, socioeconomic, religious, ...)
Diversity and presence of highly educated residents. Place to work, live, and play.
Diversity due to the industry we have. Affluent.
Diversity in all ways- ethnic, economic, skill level of population. Small town feel. Amazing food. Parks, outdoor focus. Family focused. Cares about the community i.e. Sunnyvale community services etc.
Diversity in foods & culture. High quality civic services Technology hub
Diversity is one of the big strengths we have in Sunnyvale. Large well maintained parks and sports centers.
Diversity of its residents and number of immigrants.
Diversity of people, languages, and cultures.
Diversity of the population and being a high-tech mecca
Diversity--we've had neighbors for Poland, England, the Netherlands, Taiwan...Our kids have friends from all walks of life, and who speak Hebrew, Spanish, Korean, Russian, Italian, Japanese,
Diversity, Attitude, Location, Weather
Diversity, convenience, pleasant
Diversity, ethnic foods, warm and welcoming people, support local
Diversity, Great Parks, Fantastic Library.
Diversity, growth,
Diversity, Inclusion, History, Unique
Diversity, safety, acceptance of everyone, parks and rec, beauty, high tech
Diversity, tech people leaving in area, History conservation.
Diversity, technology, innovation, centrality to Silicon Valley
Diversity; highly educated citizens; weather; convenient size (easy to walk to retail stores, restaurants)
Diversity. Good city govt.
Diversity. Great Location in Bay Area that is situated in the middle of economic powerhouses. Has

access to the bay. North of 101 area is not utilized well right now.
Diversity. Down to earth.
Diversity. You can find a little of everything.
Down to earth. Kind, clean, polite.
dynamic, multicultural populations with and great communities
easy to commute to all major tech companies
easy to get around, everything available close by
Efficient, well-run city
Emerging International community blended with Americana/agriculture. Safety. Trees. Old and new.
Epicenter of diverse cultures and a safe family orientated community.
Essence of the city
Esta area es bien tranquila
Ethnic diversity and high tech industries.
Everything's close by in terms of shopping, food, house depot, hospitals, etc.
Safe place to live (used to be a LOT safer), good sense of community and history, and good focus on environmental initiatives (could do more on this one).
Family and friends gathering at parks, and places no matter the catalyst to our success! Ah to tech!
Family city
Family friendly, 'relatively' affordable.
Family friendly, diverse, relatively safe and clean
family values; respect for others; practical, down-to-earth lifestyle; creative use of resources
Family-friendly, lots of parks
Farmers market, library activities, proximity to everything (shopping, food, living)
feels like home
First and foremost, it's pretty much the center of the Tech Universe. Secondly, we are the epitome of multi-culture society, to which other cities can only aspire.
First and most importantly, Sunnyvale is not snob, I always feel like I am welcome, heartily welcome.
First place where I bought a house; found it easy & convenient that areas were segregated - commercial, low income, expensive, highways, major roadways.
Fiscal responsibility, public safety, and inclusive tolerance are the Hallmarks of Sunnyvale. The merging of police/fire depts. is a HUGE improvement over other local municipalities.
Fiscally responsible and the heart of Silicon Valley
For now, I don't feel there is any unique in Sunnyvale. I would like to see Sunnyvale have more of a community base area where people can come and enjoy hanging out. A public area that would be inviting for people to come and hang out like in Europe. A place where people can just come and perform, with kids running around and parents feel safe with trees.
For us Sunnyvale is a just right kind of place. It is central, located near everything we want to go to, has an excellent public safety organization, and has an excellent and responsive government that is not exciting like San Jose or Santa Clara.
Friendly and open
friendly place
Friendly, good schools, diverse
From its Cherry Orchard origin to becoming a base for so many Important current companies.
From my perspective, Sunnyvale seems to embrace our diversity and accept our neighbors. My quite little street represents a lot of cultures of good humans.
Fruit trees, former canneries, hard working families, safe area
Full Circle Farm, CJ Olson orchards and heritage house- so please keep the art related to the

original orchard theme - to keep the memory of cannery alive
Generally, a well-managed, family oriented city. Good schools, senior services, accessible to large city activities.
Geographically central but not overly priced from a city perspective(yet)
Get homely feeling. Less freeways passing through the city.
Gives me a safe and secure feeling.
Good balance of business vs. residential. Feels safe.
Good blend of old and new in neighborhoods, public spaces. Good amenities (like the SMART station and outdoor spaces like Baylands)
Good city planning, safe-feeling, a modern, clean city.
Good planning, good run, parks in every neighborhood
Great community resources, amazing community garden, fantastic library, wonderful parks and rec
Great for families; history of fruit orchards and canning; The Libby Can!
Great for kids, parks, and close to San Jose.
Great intimacy within a larger teeming area... diversity of people and common focus on community's
Great location in Silicon Valley. Close to everything in the Bay Area.
Great location, smart people.
Great location, with a fun downtown.
Great parks and a wonderful community center with good quality classes offered.
Great place to live! Safe, great parks, diverse neighborhood, good schools.
Great public parks, great library, close to work
Great schools
Great schools, wonderful parks and library, great neighbors, safe place to live, excellent community resources, senior center activities, & good governance,
Great variety of retail shops and restaurants.
Great weather all year. but too jammed packed with overcrowding people / traffic now.
Growing community in North Sunnyvale that is re-invigorating the city with new residents.
Hard working city, good governance, lots of growth, good city services
Has a unique form of government planning? Highly educated population. Integrated fire/police system. Open city government. Good schools
Having places for families and others to gather. Ability to enjoy the outdoors.
Heart of Silicon Valley
Heart of Silicon Valley!
Heritage orchard, sense of community, wonderful public safety department, access to shopping, freeways, Cal train, farmers market and much more
Heritage district
Heritage museum, lace museum, community center's lagoon, apricot orchard
Hi degree of public safety and engagement. Excellent schools. Responsive government.
High tech industry, welcoming immigrants
High- tech mecca, great schools, many trees!
highly multicultural composed of working families, a home to many family's lovely parks and more arts-forward than other places a growing place, changing for the better
Historic Murphy Street; the small size and variety of offerings.
Historic role in the cultural development of California from the indigenous people to current innovators; small town ambiance.
History past of agriculture and trying to keep this heritage plus the original immigrants and their stories
History, Safety, and weather.

<p>Honestly, I think of the word 'nice'. Just the name is nice. I guess the tech industry is what makes Sunnyvale unique.</p>
<p>I am not sure. I would like to maintain some of the few historical components, as there are not many of them. It would be nice to blend the old and the new; especially, the impact of technology. Unfortunately, the people don't seem to be as friendly or social like other areas in the Bay Area. I don't think that our city is very diverse, more homogeneous diversity. Sorry, I moved here a few years ago and am still trying to adjust to the difference.</p>
<p>I am still new here but lot of green spaces and trees and gardens on the streets are nice.</p>
<p>I believe it is a city that is diverse and enriched by many cultures. Yet there is a sense of belonging that quite evident. I am pleased with the fact that the crime rate is considerably low and that there is as you visit various areas there is pride in the care of property. When frequenting various businesses, it is refreshing to see so many long-term merchants. Except for a few homeless people that remind us all the need for a solution to the epidemic that has been an extreme issue for all communities across the United States, the city is maintained well i.e. clean and pleasant.</p>
<p>I can walk to banks, markets, drug stores, postal services.</p>
<p>I cannot find anything that make Sunnyvale unique. I'll say that the downtown area (Murphy sty) is nice, but then, most of the cities here have their own downtown areas.</p>
<p>I don't find Sunnyvale unique at all. I feel sad when I look around and see all the 'could be better'. It's boring, homogenous, techie, bland. More public art is a great idea.</p>
<p>I don't know that I think that it's a city with particularly defining characteristics, but the things I most appreciate are our sweet little downtown and the farmers market. I would be thrilled if we could do more to give it a strong identity.</p>
<p>I don't know what makes it unique from all other places, but the less common stuff about it that I like include the atmosphere at murphy street and things like the music during the summer there.</p>
<p>I don't know. I would say it is a very diverse city, as to both ethnicity and economic status.</p>
<p>I don't think Sunnyvale is that unique</p>
<p>I don't think Sunnyvale is unique from a look or feel. The planning commission and city council care only about developers. They have no concern for the residents of the city and continue to approve developments that are negatively impact the lives of residents, especially home owners. Most of the art that developers are required to include are just to check a box on the permit. The 'art' near my home is not attractive or unique. The planning commission accepted the Best Buy logo as 'art'. It was ridiculous. There isn't much integrity in the process.</p>
<p>I don't think that Sunnyvale is terribly unique. It's a great place to live, and I like the diversity, but really, it doesn't feel that different than the surrounding cities.</p>
<p>I enjoy the many parks and their quirky decorations, especially the water towers. I also enjoy the numerous downtown events, such as the farmers market, beer and wine walks, and outdoor music.</p>
<p>I find it very lively due to presence of lots of places with great food, lots of amazing parks and many other things to do.</p>
<p>I grew up here and have seen so many changes. Access to parks and library is important.</p>
<p>I grew up here in Sunnyvale. One of my fondest memories is helping my mom paint a mural at Ponderosa School. One intangible part of what makes the city unique is that it has remained somewhat working class. Sunnyvale is welcoming to families of all socio-economic backgrounds. I love the diversity of cultures that come together in Sunnyvale. In terms of the tangible characteristics, there several architectural features, churches, Richler single family homes amidst beautiful tech parks and city parks offer ample public space for relaxation. The city is most convenient if you have a car yet each neighborhood has its own vibe. Most of the development near the Sunnyvale Cal train station did not exist when I was a child. The city is changing fast. I'd love to contribute to bringing life to targeted neighborhoods by stimulating micro-economies with creative economy planning and programming focused on small and medium enterprises.</p>
<p>I grew up here. It's right in the heart of everything, right in the center of Silicon Valley. A short drive away from the beach, a short drive away from the city.</p>

I grew up in Sunnyvale and graduated with the first Sunnyvale High School Class 1958. Many changes have evolved over these years and I must say the growth of our City has taken many twists and turns. The completion of the Sunnyvale Town Center will be the best art completion project Sunnyvale has accomplished. The Goodwill building art is beautiful! Art pieces and buildings are most attractive and gives our City a warm welcoming atmosphere.
I have been part of the Sunnyvale community for 2+ years as Flywheel brought me to the area. The community we have cultivated at the studio is super special and I would love to have the expand into the areas of the city. I feel like now it feels like a commuter town but the people make it special so hopefully with the redevelopment of downtown it will help make it even more special.
I have here over 29 yrs. I like the restaurants, shops, supermarket so diversity and the people.
I have worked in the Sunnyvale School District for 25 years and recently retired. I have a high regard for the schools, teachers, parents and students of Sunnyvale. I also have taken my grandson to classes at the Community Center and taken students to the plays at the Theater.
I like its history as an agricultural place
I like Sunnyvale downtown as it is having good dining options on one side and shopping on other side like target, mays Also it is unique because of affordable housing compared to neighboring areas.
I like the central location of the city and the availability of activities and services as well as the weather and proximity to nature
I like the convenience of downtown, it has places to meet friends, restaurants, shop for clothes and practical things. It has a good sense of community.
I like the live music venues and street fairs
I like the racial diversity compared to Palo Alto. I also like the public events put on by the city (e.g. summer concert series on Murphy). It's a nice balance between living in a city and in a suburb.
I like the stained glass in the library and the sculpture of outside the library. I also like the town appeal to the city...residential areas with 1-2 story commercial areas. The Smart Station reflects the community commitment to the environment. The changes to Mary Ave and Fremont Ave show a commitment to supporting safe bicycle use.
I live here :) I don't think it's all that distinct, which is unfortunate.
I live here. It's the heart of Silicon Valley.
I love all the parks and places to meet as a community.
I love living in my small neighborhood of Orchard Gardens. It is small enough that you get to know many of your neighbors. The only drawback is the huge buildings on the other side of 237 which gives us a closed in feeling that we never had before and if those building keep their bright lights on it is worse for us and the Sunnyvale Refuge where I go out birding a lot.
I love photos of old Sunnyvale. Photos of the valley all white with flowering fruit trees.
I love Sunnyvale but have not thought of comparing it with other cities.
I love the history of Sunnyvale: the fruit trees, historic downtown, the wonderful neighborhoods and parks.
I love the library, the community center, the historical society museum is fast changing with Apple, LinkedIn, etc.
I love the old Redwood trees green spaces that Sunnyvale used to have. It would be nice with the demand for urban development the city does plan more green spaces and maintains its characteristic old charm. The Sunnyvale arts center historic downtown and library are great places to spend time with friends and family. Single story old buildings surrounded by trees is what I remember Sunnyvale for as recent as 2008
I love the Parks which have been rated as one of the tops for the city of Sunnyvale. An active Community and Senior Center.
I love the Sunnyvale community. I moved to Sunnyvale from a rural town in the South and was nervous about moving to a city. However, Sunnyvale does not feel big and intimidating. In fact, the social events (music downtown, farmer's markets, etc.) make me feel like I'm back in a close-knit

small-town community!
I moved to MT View recently and do not know Sunnyvale that well, but it is a mixture of all above.
I think my neighbors are very kind, friendly, and caring that I didn't see other cities I lived.
I think Sunnyvale is good at balancing quality of life with needs for growth
I think Sunnyvale is unique because of its lively downtown scene (music, art wine festival, etc.) and that bike trails and parks are abundant.
I think Sunnyvale's history makes it unique. Sadly, it's lost its uniqueness and now is just another concrete jungle.
I think the morphing from a farming/orchard community to one of high tech is fascinating.
I think there is not anything unique about Sunnyvale.
I wish the city had character- a core place to gather. The closest I can think of is the Remington park w/ Sr. center!
I wish this were not unique, but I feel completely safe whenever I go for a walk in my neighborhood, no matter what time of day.
Ideal location between South Bay and Peninsula, generally great weather, and diverse population.
Improving downtown area - safe neighborhood
In the heart of speedy Silicon Valley yet feels slow likes small town.
In the past, there was a 20-year budget which controlled spending. I don't know that the city continues this practice.
Innovation peaceful neighborhoods diversity of friendly people
International melting pot of welcoming, intelligent, and kind people.
International, welcoming community.
Involvement, Education, Affluence, Diversity, Acceptance of divergent ideas.
Is a friendly city, have a diversity of cultures is a safe city?
Isn't
It costs so much money to live someplace that has such a strong suburbia vibe.
It feels like a smallish town, cozy, comfortable, and not crazy expensive like Palo Alto, or crowded like San Jose.
It has a small city feel, with the convenience of being in the middle of the Bay Area.
It has a small town feel and is walkable in many areas.
It has a small-town feel, in a very fast-paced region. I love the diversity and the sense of community in each neighborhood.
It has a small-town feel of community, despite being in the middle of Silicon Valley.
It has a strong diverse population. The city feels safe and secure and well balanced.
It has more trees than the others around here
It has the convenience of a small suburban city. Don't have to travel far for grocery, bank, church, shopping.
It has trees, some open space, and is willing to consider art-
It is a big city with a small city feel and sense of community. Our DPS are trained in both Police & Fire. We have some fantastic community programs-classes, CERT, SARS. There are civic minded citizens who care about the city and keeping and improving our quality of life.
It is a city of engineers
it is a city that cares about all its citizens
It is a diverse and hard-working community full of strong families. It represents the best of American values.
It is a safe family city and center point between the city and san Jose
It is a safe, family oriented city. Good schools and neighborhoods where people reach out and get to know each other

It is good sized, but safe and prosperous. It is incredibly diverse and well-educated, but... it somehow also manages to be amazingly bland, with little history or culture. That blandness is what sets Sunnyvale apart from other cities of this size I've lived in previously. I'm grateful for our home here and the safe environment, but it would be so nice if we could also have some character here, too.
It is kid friendly, lot of wonderful parks, nice downtown and close to mountain view downtown. Love the community center and the hands on the arts festival
it is so conveniently situated in the heart of Silicon Valley
It is the center of Silicon Valley.
It is unique and quiet.
It is well laid out as far as access.
It is where I live and I like my neighborhood and neighbors. On question 3, it seems I can choose only one option. I sometimes take visitors to Dish-Dash on Murphy St.
It still has a small city feel to it but some of that may change with the proposed higher density.
It still has a small-town feeling, despite being a 150,000-population city. I love the schools, parks and community.
It used to be unique historic location with the landmarks like Libby can water tower, more friendly town and country mall. Now all the high rises and block upon blocks of town homes and people and traffic ruin the city friendly feel
It was once a great suburban community. Now, with a council that has never met a developer they didn't love, high density housing and development is ruining the community. When surveyed several years ago, we (a large majority) asked for walk-able downtown streets. We got building to the sidewalk with minimal setbacks, no public space in new development and a wind tunnel on Mathilda.
It was once a quiet, rural place with an excellent agricultural community, that is now becoming increasingly crowded with buildings and tech businesses. It does have a great library.
It was, until recently, a town for enterprising working folk, that was affordable.
It's a city that has transformed from an agricultural past to a technological future.
It's a clean, safe and pleasant city with a lot of nice people.
It's a mix between flashy Mountain View and suburban San Jose.
It's a multi-cultural melting pot!
It's a multicultural small City that has wonderfully short commute times to major employers (i.e., Google). Murphy street has all day alfresco dining on a year-round twinkle lit tree-lined street. Sunnyvale has an inviting large and well-appointed library. The city offers the \$10 annual festival Hands on the arts, as well as live jazz bands on Saturdays and music in the summer on Wednesdays.
It's a pretty big city considering we live in suburbia but still has small town feel in certain aspects. I like that we are trying hard to be a greener city with walkable streets, bike lanes, etc. I think the public art displays add a nice splash of color and character in what would otherwise be just another city in the South Bay.
it's a pretty nice place, has good memes
it's a relatively safe place, family friendly
It's a safe city and a diverse city with people from many different cultures.
It's a small town that became very popular with many people coming giving it a big city feel.
It's agricultural past
It's agricultural past and quiet way of life
It's an underdeveloped technology hub
It's an unusual meld of culture and technology.
It's central location and proximity to many things to do.

It's clean, safe, great businesses, nice people. Professionally managed. Then again...the density, traffic and traffic lights are a problem.
It's downtown has a quaint feeling to it. It's the hub between south bay and peninsula.
It's history (agriculture, Moffett, Blue Cube, Lockheed) is interesting and unique). It has a great diversity in its population.
It's history dating back to one of California's earliest pioneers that successfully crossed the Sierra's by wagon in 1844, Martin Murphy Jr.
It's home for the past 30+ years, very convenient, close to big cities yet retain the suburb feeling. Very peaceful to be living in SUNNYVALE.
It's home, I was born here.80 years ago.
It's in the center of Silicon Valley.
It's in the heart of the Bay Area, but seems more like a town than a busy city.
It's location in the center of Silicon Valley.
It's my home. It is safe. It is the pulse of the future. It's socially, culturally, ethnically diverse. It is comfy.
It's not as crazily remodeled as Cupertino and has a nice rustic, but also modern feel to it when going to Murphy Avenue. It's not as expensive to live in as compared to Cupertino or perhaps Mountain View, but feels almost just as nice.
It's not only friendly and cozy place but lovely place, like around the area of sunny vale police
It's not unique anymore, it's become overcrowded like a lot of other cities, all the orchards are gone and the wonderful smell of blossoms has vanished.
It's not unique - blends in with the other cities around it.
It's park system, and sense of safety.
It's part of Silicon Valley. Wish it did more for the arts, not just public art. Should perhaps help Triton in promoting their events. It's a great museum and near Sunnyvale. Also, they need more teachers there. The Heritage Museum is a nice location. More events should be held there so they get more traffic and can be open more often. Perhaps an art fair?
It's quiet.
It's very community oriented and family oriented.
Its 'small town' feel in the middle of a metropolitan area. Its contributions to making Silicon Valley a place that contributes to the future of our state and country.
It's a small town which feels safe and comfortable in the heart of the Silicon Valley.
its community, diversity, friendly environment, and facilities (i.e. restaurants, movie theaters, etc.).
Its diverse population, its agricultural past, and its one downtown block, Murphy Street
Its history as orchard land
its history, both in terms of agriculture and technology
Its old-city feeling.
It's safe and clean
Large city with a relatively small community feel
Large population, very small 'city core' (Murphy Avenue area).
Large, diverse, disconnected. Sunnyvale has a large, diverse population that does not seem to mix, either because of age, time constraints, or lack of places to meet.
Less and less makes Sunnyvale unique. Traffic gridlock prevents me from taking visitors to see anything apart from the Baylands (Mt. View, when parking available and not rented out for a company event) plus the Sunnyvale Library, which compares FAVORABLY with many public libraries in other parts of the US.
Less crowded, variety of cultures and food options, safe for families and children, and community events.

Library is well used with quiet areas and busy, noisy areas love the statue of the reader. Low height buildings...not pleased with some crowded, no-set-back reaps Green spaces and parks.
Library, parks, safety
Like green city with lots of Park and diversity of people live here.
live music throughout the summer, drawing a diverse crowd. public safety. happiest mid-sized city.
lively downtown farmers market
Local history--the city's roots as an agricultural center, and later as home to Richler tracts
location
location central to Silicon Valley
Location in heart of Silicon Valley
Location in Silicon Valley, diverse population.
Location in the bay area, access to great food and entertainment, SAFE.
Location relative to places of work. Nice neighborhood parks close to homes. Good schools. Librarians that are very helpful and kind. Year around farmer's market. Nice cozy downtown.
location, business.
Location, climate, city management, quality of life.
Location, climate, ease of access.
location, orchard in the middle of a city, diversity
location, parks, downtown
Location.
Location. In the middle of jobs to the north and south.
Location. Diverse history. Diverse population.
location. orchard history.
Lockheed Space history, Atari, orchard history, Sunnyvale 20-year budgeting, Richler's, maintained and available sidewalks, the best city parks, excellent public safety, extremely well educated, individual people can make a great difference in this town
Lots of different cultures mixing in one place. I visited the Murphy street farmers market one Saturday with a friend from Columbus Ohio and he was amazed by the diversity.
lots of green - trees and parks but we have too much traffic - people in a rush without time to stop and admire art
Lots of parks, neighborhoods, great schools. Getting way too overcrowded and expensive of late.
Lots of parks.
Lots of trees and parks, still feels like a community, although high rises and traffic are detracting from that feeling...
low crime rate
maintaining a treed environment and parts (greenspaces)
Many different cultures in a small city.
Many Richler house.
Many friendly local 'mom and pop' businesses. The good part of small town atmosphere in a large metropolitan area.
Many houses are decorated in different ways
Mellow community surrounded by busy cities.
mid-city small town feel no nonsense tradition/heritage
middle of Silicon Valley. close to freeways. close to shopping. safe. not too much traffic. great schools
Mix of cultures ages and economic status. Very relaxed - not much pressure: you can be who you want to be, have your yard look like you want and you don't have to compete with your neighbors!

Awesome parks. Friendly atmosphere
Mix of old town and modern
Model suburban city. Efficient services, forward thinking, managed well.
Modern, multi cultured
More high tech developments
More jobs than housing, which makes the city economically secure.
Most diverse city I've ever lived in and I love the remaining orchards!
Mostly safe and well kept
Multi ethnicity of population Public services-- recycling program, parks, community center classes, public safety
multi-racial and multi-ethnic, walkable downtown, access to the bay, history of orchards, history of industry (e.g. Northrop Grumman), farmer's market
multicultural
Multicultural, ambitious, green
Multicultural, family friendly
Multicultural. Cherry tree history.
Multiset, many cultures, responsive city gout, good climate
Murphy Ave, diversity, people, restaurants
Murphy Ave / downtown
Murphy Avenue
Murphy Avenue, with its summer concerts
Murphy Street - nice weather
Murphy street and dog friendly. Too MANY new apartments :(also a willingness to have and maintain green spaces.
Murphy Street district, beautiful parks, lovely single family homes, independent shops and businesses, murals and art installations, friendly and diverse people.
Murphy street, captain station, plaza, cu Olson's, recreation center with pond, library statue, parks
My family came to Sunnyvale when I was 3 1/2 years old to establish a mom & pop paint and wallpaper store. They were both very involved in the community with my dad serving as city councilman and mayor in the 70s. As I have watched Sunnyvale grow over the past 63 years, I believe that Sunnyvale is unique in its ability to be the center of Silicon Valley, home to the aerospace industry and the high-tech boom, while never forgetting it's agricultural roots, and its small town friendly feel. We are a people who treasure our Mediterranean climate, our orchard, our Framer's Market, and our parks, and we love spending time outdoors with family, friends, and neighbors. We value a strong sense of a diverse community and welcome people of all races and creeds. Our strong gun control laws are a testimony to citizens who want to live in a respectful and safe environment.
Neighborhood feeling Silicon Valley Sunny weather
New (high tech, families) and old (history, orchards, long term residents). Nice parks, potential for nice downtown.
Nice clean safe parks.
Nice community. Proximity to my workplace.
Nice downtown area, very safe (I feel safe running even if it's dark), great collection of things to do.
Nice Parks, Library, Community Services
Nice parks, small but vibrant downtown
nice people and beautiful place
Nice wide parks, grown mature trees. Has sidewalk for walking, which is great.
Nice, safe small town, great parks, great library

Not a flashy city like Cupertino or Palo Alto. Sunnyvale is smaller and quieter.
not much
Not much at all. The downtown is embarrassing. Eve city council member, mayor all officials need to take of their blunders and visit Los Gatos, Redwood City, Los Altos and get rid of the crabby, dirty Murphy street, was there recently and the stores and restaurants need to be hosed down painted. I do not think the business owners know what a power washer is. Where is the movies, nice ice cream stores, nice store for women to shop, great bakery homemade decent clean store fronts? All there is dumpy bass, crappy food, I would never take my friends and out of town friends to Sunnyvale downtown. Just large buildings for business not warm not pleasant at all. Shame on Sunnyvale residents for accepting this mess Art will not make it better it needs to look like other nice cities 10 to 20 minutes away. Get rid of the grabby owners in the downtown area and have a nice place for our children to go to no old book stores and crabby hippy old clothes shops and the Goodwill store is a prime shop for a nice clothes store or furniture store. Again, if you want families to enjoy you cannot have so many lousy restaurants not children friendly.
Not much. It's a nice diverse suburb. Not unique.
Not so snooty! Down to earth people.
Not sure anything does.
Not sure if there's a uniqueness about Sunnyvale except good weather and tech companies. I heard it used to be fruit trees, and gardens, maybe time to bring some aspects of nature.
Not whole a lot
nothing
Nothing
nothing anymore.
Nothing unique. Shame on city managers
Nothing sets Sunnyvale apart anymore. It is a mass of construction, heavy traffic, few places for appreciating the beauty and art of nature.
Nothing springs to mind. Sunnyvale is widely considered to be bland, not distinct.
Nothing stands out in my mind. Sunnyvale needs more culture/art. The only thing I can think of is its rich agricultural history.
NOVA ProWatch
number of parks Public Safety system
Of course, people that make Sunnyvale so unique - multicultural, open minded, friendly.
One of the safest 25 cities in the USA.
One thing I have like about living in Sunnyvale is that it's not a crowded as another city nearby. I can usually find parking near downtown. Also, we are conveniently located near major freeways. Of course, the people are nice too =).
orchard + high tech
Orchard heritage
orchard history, heart of Silicon Valley, technology
Orchard, high tech history.
orchards
orchards turned tech
Orchards, canneries, Yahoo!
Our diversity and sense of community gives us all the benefits of a small town and a big city. Like some of our neighboring towns, we are also landlocked and must be very conscientious about how we grown because there is no room for urban sprawl and we want to maintain our character.
Our Heritage Park with our apricots and cherries. Our diversity.
Our historic downtown alley is one of the unique area in Sunnyvale as well as the Del monte house by Mathilda.

Our public safety officers instead of police and firefighters. The mix between old buildings and new downtown ones.
Outstanding (small) downtown, and in the center of all the tech world.
parks government and maintenance each outstanding
Parks, middle class kid's friendly safe neighborhood, for small children
Parks, when well maintained.
Patches of remaining farms, two creeks, hawks in the redwoods, wild parrots, people making their houses unique, the huge cherry trees and walnut trees left in backyards from when there were orchards
peaceful
People
People are friendly.
People care deeply about the quality of environment that they live in and are actively involved in shaping the quality of the community
people close knit community
perfect weather, great schools, still down-to-earth, diverse
Playgrounds in the parks. We have the best parks with the best playgrounds in Santa Clara County, Families from all of Santa Clara county come to our parks.
Pleasant, quiet, community focused, heart of Silicon Valley
population, family oriented atmosphere, warm weather
Practical: efficiently run, but not famous as Palo Alto for Stanford, or San Jose for size. It's a suburb good for raising a family. It's safe. It has not only residential but also clean industrial.
Progressive but peaceful and not crowded.
Progressive, safe, clean
Proximity to jobs, mixed culture, upgrading infrastructure
Proximity to Moffett. Community events. Connection to tech industries. Agricultural past.
Proximity to public parks, libraries, restaurants. Central location, less commute
Public Safety Services
public service
Quality of life. Low crime rates.
Quiet city with majority of single family homes. The heart and start of Silicon Valley.
Quiet, peaceful, law abiding.
Quite suburban. Diversity.
Relatively good public transit by Bay Area standards, but doesn't feel like a big city. Stalled construction downtown makes it feel weirdly frozen yet on the cusp of going up.
reputation of having a well-run government
Requiring the City Council to plan twenty years. Having all our police double as firefighters.
Residents are friendly, care for each other, listen to each other. City employees (police, fire, safety, admin staff) are thoughtful, friendly, caring. The city is clean, safe, and well maintained. This is a place we are proud and pleased to call 'home, workplace, professional base, and learning environment'.
Residents of the city care about what's happening in their neighborhood.
Rich history, diverse welcoming community
Right now, there is a negative uniqueness to Sunnyvale in the form of rampant development with little preservation of open space and livable spaces.
Right size, safe, clean
Sadly, how little there is that keeps me in the city. Whenever I need something, shopping, restaurant (e.g. good breakfast), medical apt/resources, etc. I'm hoping the master plan can address this.

Safe + some of the schools are good + retail + great for families
safe and convenient, great school and in the heart of Silicon Valley
Safe and enjoyable
Safe and relaxed city to call home. Currently more culturally and economically diverse than Palo Alto and Mountain View, although that may be changing.
Safe area compare to other cities
Safe city
Safe place to live. Good run.
safe residential neighborhoods, convenient location in Bay Area, sidewalks, sense of community
Safe to walk the streets. Bicycle friendly. Clean parks. Good roads. Good health care.
Safe, affluent, things to do, diverse, good schools. Not many cities have ALL those qualities.
Safe, clean and quiet
Safety
secure financially compared to most other cities, we have good budget plans for next 20 years, so we can focus on other things. We have lots of potential to be a green leader.
seems a friendly neighborhood sort of place
Senior Center, Classes offered thru Sunnyvale,
Sense of community
Short ways to official places, shops, restaurants. Walking distance
Silicon Valley
Silicon Valley Orchard Heritage 2nd largest city in Santa Clara County Parks in every neighborhood Sunnyvale Baylands Park
Silicon Valley businesses with a relatively small-town feel
singular in its singularity
Slightly different character than adjoining towns.
Small city. Very safe
small diverse community
small down feel with big city convenience
Small events highlighting local businesses, people, etc.
small town feel in the middle of Silicon Valley
Small town feel to big city surroundings. Don't lose this!
small town feel with big-town amenities, cultural diversity, great public spaces/classes/etc.
Small town feel with conveniences of bigger town.
Small town feel, good food and neighbors but diversity
small town feeling, diverse and love the farmers market
Small town where neighbors know each other, home
Small, clean, convenient location.
Small, cozy, peaceful
Small, scrollable downtown with one of a kind shops and restaurants. Some place you can gather and relax.
Smallish town feel (for instance Murphy St) but near some giant cities.
South Murphy Ave, city parks, tree-lined streets
spirit of innovation and daring: from the Murphy's to today's entrepreneurs, there has been a lot of pioneering effort over the years.
Strong community
Strong community and schools, warm, down-to-earth, diverse. Great parks!
Strong peaceful communities in a bustling Silicon Valley environment.
Sunny, diverse, evolving, innovative, and heart of Silicon Valley

Sunny, friendly, good transportation...fruit trees/orchards, trails and diversity of people
Sunnyvale allows more over-building than any other city without enough citizen participation, Sunnyvale allows more planes than any other town. Sorry, I don't think Sunnyvale is unique anymore. :-(. The orchards are gone, the traffic is impossible, high-density housing is here, there is nothing unique about Sunnyvale except that the fire & police are the same guys/gals, which is cool. Murphy aver looks like mountain view's Castro street, that's not unique. Very sad to only have that to say it's unique.
Sunnyvale Creative Arts Center is an excellent building for artists and is accessible; run well; coordination of events accommodating.
Sunnyvale feels like a small town even though it is quite densely populated. I love the green spaces mixed with tech centers, and our commitment to innovate and grow our city in ways that allow community to flourish - we have many things to enjoy and do!
Sunnyvale has a diverse educated population that gels as a community. Beautiful parks, great library and cultural and art events. Great public services
Sunnyvale has a diverse mixture of cultures and peoples. There are many immigrants from different parts of the world. Just driving down El Camino, I can see shops and restaurants from India, Pakistan, Taiwanese and Chinese shops and cuisines. At the grocery store, I hear many different languages spoken.
Sunnyvale has a great diversity of culture and age groups.
Sunnyvale has a great downtown, which is not common for South Bay cities. It is well situated near major highways, and public transport. Particularly unique is that the Sunnyvale Wine Stroll includes multiple local magicians!!!
Sunnyvale has a historic root in both canning and aviation (Libby, Moffett field, and others) and to me represents hard working America. This set up against the back drop the glitzy Silicon Valley over the past few decades. We should remember these roots.
Sunnyvale has a large migrant population, particularly servicing Silicon Valley's high tech industry. So, the community is educated and diverse. Its history as a food producing area is evident with so many different fruit trees in our front and back yards - local communities form as neighbors share their homegrown produce.
Sunnyvale has a lot of nice parks. Also, have a beautiful community center and senior center. I love the fact that we still have orchards. They are small ones, but I hope they don't disappear. Also, love the Charles St. community garden and classes offered there.
Sunnyvale has a small-town feel, but is culturally diverse and has a wide variety of recreation and entertainment opportunities.
Sunnyvale has a unique history with Olson's cherries, the orchards and canning business. When I think of Sunnyvale, I think of fruit and the Murphy's. I grew up here, so I have seen Sunnyvale change from a quiet suburban town to busy and diverse, and become a major player in the entity that is Silicon Valley. I think our history and evolution makes us unique.
Sunnyvale has a varied history with agribusiness, tech and location near the bay.
Sunnyvale has a visible linear history from the time of the Valley of Hearts Delight through the population of this area with reduced agriculture and increased technology to the increasingly urban today - the history and continuity make it unique.
Sunnyvale has always been a big little city known for its innovation. Despite all the growth it still maintains its open and welcoming feel. It's a true melting pot of culture and diversity.
Sunnyvale has been a family-friendly city, with lots of public parks, playing fields, activities, cultural entertainment access, public art, etc. The two unique negatives are more recent: still no feasible downtown area and way too many high-rise, high-density housing buildings going up.
Sunnyvale has been a safe, well maintained, reasonably clean city in all the years we've lived here. It has a functional government and is bike friendly. Until you live in communities that do NOT have these things, you don't appreciate how important they are.
Sunnyvale has everything: safe neighborhoods, it is walker friendly, it is close to two major air ports,

Cal Train is here and it is sunny 300 plus days a year.
Sunnyvale has lost its uniqueness. Driving down the el Camino it is hard to tell what city you are in.
Sunnyvale has more trees than cities like Santa Clara, making it more pleasant and less like a concrete jungle.
Sunnyvale has the best year around weather in the country, well planned infrastructure, good public communication, excellent services for seniors, and friendly people.
Sunnyvale has the smaller town feel in the middle of this huge urban sprawl we live in.
Sunnyvale is a combination of the silicon-valley tech with largely residential development. These tech companies are interested in good upkeep of their respective properties. By working with them, Sunnyvale can make sure that the two large sectors (residential, tech) integrate into a meaningful whole.
Sunnyvale is a cottage town surrounded by the chaos of Silicon Valley. It offers its residents the perks of a hometown community and cultivates the melting-pot concept. Unlike the surrounding cities Sunnyvale isn't all concrete but embraces the higher quality of life provided by parks and green areas.
Sunnyvale is a mix of the old and the new; its heritage in agriculture (orchards), and its sense of the future.
Sunnyvale is a place where you find everything you need to make your daily life easier.
Sunnyvale is a remarkably diverse place. It is 2 or 3 separate cities in one separated by socio-economic division from north to south. It is large enough to feel somewhat like a city, but still small enough to have a sense of community. This is changing as the construction of business/residential development is increasing rapidly.
Sunnyvale is a safe, friendly, inclusive city with an emphasis on science, technology and the arts, located in the heart of Silicon Valley.
Sunnyvale is a very family oriented city. We have such rich history here beginning with the Murphy family. Cherry/apricot orchards, Libby's.
Sunnyvale is forward thinking, ambitious, and compassionate. This is shown in its embrace of urbanization, that values dense and diverse neighborhoods.
Sunnyvale is great because of the diversity in culture and the shops and down town
Sunnyvale is in the heart of the Silicon Valley activity convenient to the downtown area, restaurants and grocery stores. Additionally, is has a wonderful private arts program.
Sunnyvale is less concentrated that most other South Bay cities and thus, it feels somewhat less cohesive. Consequently, the arts would be an ideal way to create such cohesiveness that's otherwise lacking.
Sunnyvale is near two of the largest cities in California, yet it has a small-town feel. It still has threads of its past (orchards, historical places), along with the high-tech businesses.
Sunnyvale is neighboring with Google in Mountain View, Apple in Cupertino, Cisco in San Jose. But we have many small-middle size companies, startup. People are young and innovative.
Sunnyvale is not unique and is part of a bigger city. It is a nice, safe place to live and I am happy here (15 years)
Sunnyvale is not unique. Sunnyvale could look and be unique if the city put more effort and money to more projects such as using technology to help beautify, encourage participation of all ages and maintain the city along with inviting the community to participate. Sunnyvale is in the heart of Silicon Valley. Just art work is not a unique idea. Commissioning art only serve a very small percentage who will know or appreciate it for years to come. Sunnyvale is large. Try thinking of how to make the entire city of Sunnyvale UNIQUE!
Sunnyvale is safe and diverse. We have such variety of people and there is such little crime compared with neighboring cities.
Sunnyvale is the heart of Silicon Valley, and reflects (or strives to reflect) the diversity, both racial and socioeconomic, that this brings.

Sunnyvale is the heart of the Valley, both as in 'Valley of the Heart's Delight' and as the Heart of Silicon Valley. To me this means the most beautiful environment coupled with the most beautiful mix of people and ideas. It is the center that grounds the sprouting of all things wondrous!
Sunnyvale is unique because it is becoming the new Silicon Valley High Tech Center, it is no longer Cupertino
Sunnyvale is unique because it's a close knit smaller sized community in between and in the center of the Silicon Valley. It's almost like it is its own little place.
Sunnyvale is unique for its small downtown.
Sunnyvale is unique in its urban and laid back lifestyle. The people are always helpful and it has some of the best restaurants and parks.
Sunnyvale is unique within Silicon Valley because of its cultural diversity. So many people from all over the world have come here to live and work. But despite being in the center of a tech hub, I feel that Sunnyvale has a proud sense of its city's History. The Sunnyvale Heritage Park Museum highlights the unique History of Sunnyvale and the founders of this area. I do not get that feeling about other cities within Silicon Valley.
Sunnyvale library
Sunnyvale library and its scalper of reading man
Sunnyvale still feels like a small community. I love the trees, parks and proximity to the foothills. Murphy avenue area is also unique in our city.
Sunnyvale still has a rich heritage, once being a vibrant agricultural center of the Bay Area. The break-neck speed of current development threatens this heritage.
Sunnyvale, with generous mix of older apartment buildings as well as single-family housing, offers greater opportunity for ethnic/racial and socio-economic diversity than some of the near-by cities such as Palo Alto and Mountain View.
Sunnyvale's history is unique and intriguing. The orchards and canning facilities, railroad stop, Westinghouse and Northrop Grumman. Current unique point of interest is the excessive cost of living due to its location in Silicon Valley.
Sunnyvale's many parks and green areas. Wonderful recreation center! Wonderful farmer's market.
Sunnyvale is lovely, it is not that big but we got everything. People here are very friendly.
Tech. Idleness.
technology, agriculture, innovation
Technology, it is my home, high level of education and diversity. Great Indian food.
That it went from primarily orchards when my mother-in-law was growing up here to a major tech community by the time my husband & I moved here last year.
The fact that there are a variety of neighborhoods that make up the city, including downtown and the historic area. Gives it a small-town feel, rather than the city it is rapidly becoming.
the agricultural history - orchards
The availability of seeing the old in the orchards and old homes, and our beautiful parks
the city of destiny ...
The City of Sunnyvale doesn't offer many unique sites for residents and visitors alike.
The City services provided to the community. In comparison to other Cities, Sunnyvale takes care of their residents.
The city went from orchards to tech in the span of half a century and provides an impressive array of resources for a diverse community of its size.
The city's proximity to the tech industry and its location on the Peninsula that gives the city comfortable weather throughout the year.
The community from the residents, community services and the board volunteers that serve by providing their time and outside experience and knowledge.
The condition and lack of forethought given to the planting and care of city trees, as well as the preservation of natural open spaces.

The cute small town history of the Murphy family tied into a childhood full of cherry trees
The diversity and how people easily accept you for who you are
The diversity of people here and the mature trees in some of the residential areas.
The diversity of people, businesses, and eating establishments.
The diversity of the people, the willingness for neighbors to come together.
The diversity of the population is reflected in the business and public spaces.
The downtown has been well preserved since its original time as an agricultural hub. There are still some traces of orchards. I love that the downtown is still mostly only one main street. It's a relaxed feeling. I love the weekly farmers market.
The downtown, farmers market, quaint feel to the downtown area.... bumping into people that you know from the coffee shop at the park / preschool / farmers market and vice versa!
The entrepreneurial spirit, optimism, common sense
The extensive park system
The fact there is VERY little of interest in Sunnyvale. It is boring.
The family
The few pieces of art around the city that aren't a monument to greed are the mosaic obelisks, the orchard history related bronze reliefs...both on corners at Matilda and El Camino, and the popular book reader statue in front of the library. The city would improve their image, especially among longtime residents if they add more worthwhile and aesthetically pleasing art pieces. We could use a little more heart and a lot less 'progress for progress's sake'.
the general disregard of residents' opinions.
The great growing community we have and the diversity of people.
The green spaces, well-kept single family homes, lack of apartments and taller buildings
The high population of people from India living in one concentrated area the city of Sunnyvale.
The historic downtown
The historic Murphy Street as a gathering place.
The history of orchards and now the vibrancy of technology
The history of the city
The information sessions at the library.
The long-standing orchard that still produces fruit today, and some of the old art pieces, murals, and fountains, all make Sunnyvale unique.
the management, the weather and the citizens interest and the schools and the arts and history
The multiple parks
The orchard heritage like mellows nursery, which was just razed to the ground, and the orchard tower.
The orchards, that are nearly gone now. Sunnyvale was great because we were mostly residential. Now we have mega corporations blocking our streets with traffic and high density housing overwhelming our schools.
The original orchards and farming community.
The people
The people care about the community, it's people, and safety.
The people, the small local shops, and the socioeconomic diversity and culture.
the people! a mix of cultures, economic status, household composition.
The people. Sunnyvale needs something to separate it!
The people. There may be interesting places but without people there is no soul.
The place is very nice
the quaint old houses and downtown area, and I love the library. I am not too happy with all the development downtown and elsewhere.

The sky-high rental prices for user! The stratospheric home prices for user!
The status in front of Sunnyvale library is my best choice. Good design of the community center with the water fountain and the green fields.
The Sunnyvale parks are wonderful. The downtown is charming with nice restaurants.
The trees on the streets.
The way they have divided the elementary schools into different programs
There are always many events and activities.
There are lots of engineers. Everywhere you go, people are technical and they like science and math.
There are many excellent local parks.
There are so many sustainable initiatives in place (i.e. bike lanes, citywide composting, renewable energy, etc.).
This was once a unique beautiful city that the newbies have no clue as to the orchards, the canneries, the planes from Moffett, downtown (the way it used to be, not the way it is now) etc. Sunnyvale is now drab. The only thing I find unique is people from different countries speaking in their native languages, but that is not unique. There is nothing that pulls us together anymore.
Thoughtful people. Highly-educated. People work hard to be good neighbors and support the institutions like the library, the schools, plans for development.
Tie to the orchards/fruit
too crowded no open space
TREE COVER, EDUCATED GOOD PEOPLE
Trees, nice parks, library, nice peace officers, diversity, a downtown and many shopping and restaurant choices. I love it here. Sold my house and moved from San Jose to a condo.
Trees, walkability, services, retail
Unfortunately, not much beyond Murphy St.
Unfortunately, unfinished downtown center...
Unique attitude towards building our economy.
Unique range of areas from bay to El Camino, with a unique downtown and transportation corridors.
Unpretentious center of Silicon Valley, helpful neighbors
Unsure; it's much like our surrounding cities (Cupertino, Santa Clara, Los Altos, et al) except a larger population.
Used to be strong sense of community. Great parks and recreation. Not so much anymore.
Used to be that it was a small-town atmosphere in middle of a megalopolis. But now, it's just another overbuilt city like all the others.
used to think it was beautiful because of the orchards and sunshine, but only the sunshine remains now
Varied history (gag, software, hardware, military, etc.) and people.
Variety of food options El Camino Real Indian Community etc.
Very close to lots of places. However, taller buildings are ruining the friendly effect of the city that it once had.
very diverse population, agriculture to tech culture, lovely climate, small town feel
Very diverse with a mix of longtime residents and many transplants from elsewhere, very welcoming of people from other places and backgrounds, balances the crossroads of being a tech center at the heart of the Silicon Valley with a real sense of community. People are friendly here!
Very energetic, public parks, diversity.
Very well run city, forward infrastructure planning, always striving for excellence, deliberately inclusive and diverse, sound current financial structure, sound forward financial planning, very pleasant community, very pleasant city public facilities, dedication to compassion and helping the less fortunate, extremely safe place to live, always working hard at civic leadership, dedication to the

environment.
vibrant, diverse, welcoming
Was known for its orchards. Is now known for: It's parks: The parks are family-, kid-, adult-friendly. There are areas for the kids to play. There are greenbelts between the parks. Many use the greenbelts to run, take strolls, and walk the dog. Some even cycle on the greenbelts. Transportation: There are bridge overpasses for cyclists and pedestrians. Cal train goes through Sunnyvale. Buses also go through Sunnyvale. High-tech: Lockheed Missiles and Space, Yahoo, Juniper Networks, and Advanced Micro Devices are headquartered in Sunnyvale. Google, Amazon, Microsoft, ... have offices in Sunnyvale. Weather: Sunny all year around.
We are a community facing immense increases in population with reduction in garbage services, reduction in many roads being changed from 2 to 1 lane in each direction...So we are a city in transition, without a major downtown shopping center.
We are in the center of everything from tech to wine to invention.
We have a lot of great parks and growing and vibrant downtown.
We have a lovely museum. Murphy Street is unlike other main streets. I don't know many people in Sunnyvale, except for my Belleville neighborhood, which is friendly. We moved to Sunnyvale in 1974 and thought the city was lovely with its own mall. That mall was unique at the time and small enough to shop in yet had many good stores, many independent. The Town and Country used to help make Sunnyvale unique and I loved shopping there. Now Sunnyvale is full of tall high-tech occupied buildings and high density housing, soon to be many more. I have in the past taken many adult end classes though our rec department which offers a great variety. I think our public safety is certainly among the best. I like the idea of coffee with a cop though I have not attended. The Very Most Unique thing is that lovely statue of the boy on the bench reading the book outside our library.
We have lived in Sunnyvale since 2004. We love it. It has lots of parks or proximity to parks. Each part a little unique. The art is very nice.
We have the amenities of a larger city, but still have a 'small town' feel.
We have the last orchard in Sunnyvale which the Olsen family donated to us. Which hopefully will remain untouched by the City Council which is trying to move a house onto the property. Leave our orchard alone.
We have, in the past, been successful at maintaining a 'small town' feeling and atmosphere even though we are in the heart of Silicon Valley and the tech industry.
We live very close to Sunnyvale and visit it often. We visit Downtown Sunnyvale on Murphy Ave very frequently especially Farmers Market on Sates.
We've retained a small-town environment even with the massive growth of big businesses moving in. Love Murphy street, Farmer's market, art & wine festival, etc.
Weather, history, people, community involvement
weather, infra-structure taken care of, schools, parks, biking accessibility
Weather, quality of roads, safety
Well balanced demographic and democratic diversity.
Well balanced parks/residential vs commercial
Well it used to be the orchards, but those are all gone. Now it's simply its location at the center of the Silicon Valley. That said, the city planners are doing their best to destroy any downtown or historic heritage. Move Target to the 237/101 junction and build the theaters next to it. Add light rail into downtown and build up the restaurant selection
Well run municipal government.
Well, I grew-up in Sunnyvale, and its changed a lot - I use to like the community atmosphere that was present in the downtown area, which has now changed to big companies.

Well, I've lived in Sunnyvale for 9 years and I find that there is a cultural freedom aspect that is quite unique. Many diverse cultures have a degree of respect that I've found while living in Ohio.
What makes Sunnyvale unique is the diversity of ages, ethnicities and religions represented in the city. It is the people that make it unique.
What makes us unique is the wonderful location and weather and the technological history of our area. The current working orchards keeps alive the agricultural history. The area is rich with the diversity of people and culture.
Whatever it had is being diminished as direction of city hall shifts from neighborhoods to industry
While it's impossible not to first think of our wonderful climate, I strongly believe it is the long-term planning by the city to build and maintain a plan for growth, housing, utilities, businesses, civil and environmental protections and renewal which maximize 'quality of life' for its citizens and which makes the City of Sunnyvale unique among its neighbors.
While we are 'the heart of Silicon Valley,' we have a responsibility to be the heart of local artists and artisans. Place works of outdoor art in public places, including but not limited to interactive art, is a wonderful way to recognize and support The Arts in our community. Pieces that bring our diverse community together are especially important as the composition of our city has been changing radically-- a change that some long-time residents are finding difficult to embrace. Obtaining funding from the owners of office- and manufacturing-, if any, zoned properties that are being rebuilt or renovated is a great idea. It's a way they can support the community in which they're choosing to be.
Wide streets, perfect weather, proximity to tech work, good parks for the kids, lack of good cultural life (concerts)
with roots in agriculture still even to this day, I love that my kids can see a working community farm in Sunnyvale that's just a hop, skip and a jump away from the biggest technology businesses on the planet.
worst traffic signals in Bay Area
Young, diverse, educated, and growing. A melting pot of ideas and cultural influences.

Other Arts and Cultural Experiences

Are there other arts or cultural experiences you want to happen in Sunnyvale?
More live theater and concerts including children's theater. I think the closing of CTC children's theater is a significant cultural loss for the city of Sunnyvale. I think there should be more arts and education collaborations with the city collaborating with the schools to bring more arts experiences to children.
Parades, events that celebrate cultural celebrations like Kwanzaa, Irish Scottish Highland games, Asian heritage events, also events that could happen in autumn and winter and spring and not just only music festivals in July and August, also lectures from speakers of various arts categories painters, photographers, sculptures, etc.
- Open art: Let the community come together & create temporary art at public places
1. (monthly) readings by writers and poets 2. city-wide celebration (performing arts) of special holidays for our major cultural groups: Diwali, Chinese New Year, Cinco de Mayo, Eid-ul-Fitr, etc.

A fine arts museum/and or arts area. Like the Triton in Santa Clara. Some statues outside, a beautiful garden, perhaps with samples of past orchard trees, and a building to hold art displays. The building would have a lot of large /windows so the outside gardens may be a part of the building. Different types of art would be on display. Paintings, prints, photos, classic art and tech art. Plus, it would house a place where all ages may take art classes or hear lectures and presentations.
A winter festival like the summer bands playing in Murphy street. But probably in different locations around Sunnyvale.
affordable musical adult performances
Annual art experiences that become unique to Sunnyvale - think 'Crucible' in Oakland or Berkeley 'Kite' event or San Francisco 'Decompression' or 'Great Glass Pumpkin Patch' in Palo Alto.
Architectural art. Something UI unique people travel to see. E.g. the bean
Are there ways to engage the large enterprise businesses to contribute time/resources/space for public events?
Art and craft sales are a wonderful way to show off community talent and gather people together. Sunnyvale has some extremely talented amateur artists.
Art and wine festival?
Art at our schools which is created by the students- murals etc.
art by/for marginalized artists - disabled, ethnic minorities, LGBTQ
art experiences that combines outdoor activities into them. e.g. running trails, biking trails, walking routes. I would prefer functional art in the streets that would encourage people to walk/bike more and experience the art as they do so.
Art Festival on Murphy Street, A monthly city magazine that highlights upcoming events, what is happening in the community and how the community is coming together on specific projects. Like Redwood City's magazine, 'Climate Magazine'.
Art festival sponsored by the city
Art festivals with Asian elements.
Art festivals!
Art history, art appreciation and art teaching for everybody: youth, working adults and older adults. Our city is behind the neighboring cities for this. As a Sunnyvale resident, I must go to private classes or outside the city for this type of events. Sunnyvale is not perceived as a glamorous city with lots of cultural events compared to a lot of other cities nearby. As the heart of Silicon Valley, we should do better: art festival? film festival?
art in the park exhibits
Art in the park for kids
Art inserted in concrete at highly certificated public areas.
Art is great if it's not abstract.
Art is important part of community and throughout the city. Art should get some attention and should be attractive to children to seniors.
art meetups
Art should be tasteful and not overwhelming to the eye.
Art that encompasses visuals and sound. Art that makes people stop using their technology for a

moment. I love art that you can experience, like the labyrinth in Plaza Del Sol.
art that engages the mind and feels like 'Sunnyvale'; beauty
art that teach kids and adults about American history.
Art wherever people are walking. It's great because it slows them down to take in the art, discuss it etc. This would include shopping centers, trails, street sidewalks, outside of big buildings.
Arts events that serve as a gateway for participants to engage with a culture they may not be familiar with, experience local products or learn about a time in history are of value. I'm also an advocate for events that embed metrics to demonstrate their economic benefit. Additionally, an event that is international in scope can achieve diplomatic and cultural exchange outcomes. This opens opportunities for funding.
As our residents continue to expand the cultural diversity of their histories, it would be great to have an emphasis on our community history and common experience, building a shared community experience.
Now, I don't know of any art that celebrates the diversity of Sunnyvale. The public art we have is not very interesting nor would I be likely to share it with friends and visitors with pride.
Beautiful gardens
Beautiful murals that you can take photos at. Example, there's one in LA(?) where someone has painted wings and lots of people like to take photos there. I think it would be cute if as you walk down the streets, there were murals to look at.
Better city support for local artists.
Better venues for the performing arts.
Biennial expositions gathering works by multiple local (or not) artists, symphonic concerts in parks, choral music in public places
Bluegrass festival and more local artist's shows
book and poetry readings by authors, poets and other artists Taking activities outdoor - outdoor painting classes, park yoga, outdoor cooking classes, wine tastings during nature
Borders (bookstore that closed) used to display, in its cafe, local artists' paintings which are for sale. Art exhibits in galleries and public library are fine, but I prefer natural places to remain natural and not be intruded by man-made art.
celebrate unique holidays / events around the world. can be small scale like special exhibit / activity hosted at the library or city hall
Chalk art festival.
Change that piece of sculpture on the corner of El Camino and Matilda, says nothing about what Sunnyvale was years ago.
Child friendly exhibits and interactions. My kids love the clock town in Plaza del Sol.
Children's and veteran's art plus animal assisted art for the disabled
Children's Halloween parade, food festivals, food truck gatherings,
Children's indoor art activities
Children's theater, music, dance. Community Concerts.
City could organize 'flash mob' type art installations, calling on residents to come and participate in, say, drawing with sidewalk chalk in the square with the Labyrinth. Organized by text message?
Community / local art. How about murals by community members, guided by Bay Area artists?

community art projects to gather different cultures and backgrounds
Concerts in the parks - live music
Concerts, ethnicity / heritage celebration
Crafts fairs, performances
Create a theatre (plays) worthy of attracting theatre goers, main attractions. Like the Carriage House in Saratoga or Lucie Stern in Palo Alto or Bus Barn in Los Altos. Not big theatres but attracts fantastic acts.
creative space for local artists and artisans where they can display and sell their art
cross-cultural, indigenous art show and encouragement
Cultural & Musical Concerts like Philippine Madrigal Singers from Philippines.
Cultural dance or performances like hula, Bollywood, Filipino dance performance
Cultural diversity as seen in folklore dance, food booths etc.
Cultural events to help me/us know our neighbors.
Cultural experiences that travel to the different schools rather than school having to arrange to go to. It would reach more kids (and adults) as well as populations who might not otherwise see these events.
Cultural festivals would be nice
Dance performances and classes in the plaza outside of Phil. An annual parade down Murphy St and environs would be awesome!
Designate places for artists to display art in public places. Unused store fronts, city offices
Different cultures expressing where they come from since we come from diverse community.
Display of international art reflective of the community. For example, Indian art or Mexican sculpture.
Displays of student's artwork from elementary school through college.
Do not spend city money on public art. Do not subsidize 'artists'. Sunnyvale is an engineering town, not an artist colony.
don't know
Easy to participate art fairs for photography, painting, writing, video, etc.
Educational - Physics, maybe like something at The Exploratorium - or Musical. Temporary installations - say a week or two, to encourage viewers to go see it.
Encourage making existing and new utilitarian features more visually interesting by painting, etc. for example painting of utility boxes, improving look of bus stops, installing visually interesting seating and paving, murals, etc.
Ethnic art and festivals
Ethnic, cultural diversity events - Diwali, Holi, Ganesh Tzav
Facilitate cross cultural meetups
Festival teaching children about agricultural history of Sunnyvale
Festivals and events celebrating our cultural diversity!
Festivals celebrating the diversity of Sunnyvale's population. Free public art education by local artists.
For myself, I am looking for a watercolor class on Illustration. There can be celebrations of different cultures at the Community Center on a more regular basis. This would be an excellent experience

for students and all for leaning, acceptance and understanding.
Fountains, Gazebos (It's sunny here after all), and of course lights (hopefully solar powered). they need to be big so that each place can accommodate ~ 200 people at any given time.
Free an easily accessible
free concerts in parks or other open spaces - like concerts presented in Stern Grove in S.F. - by local performers
Free or low-cost programs for young people & students to take classes or participate in some way with local artists, including public art created by students working with a master artist.
Functional art to incorporate education of what/how the element is to be used. e.g. artful bike racks w/ bike safety/education; art along the multi-use pathways that can enlighten users how to be safe (bikes riding at safe speeds; pedestrian safety; and overall courtesy)
Fund the children's theater!!
Gallery and expositions, more live music and dance and sculptures
Gardens as art. Herb gardens...flower gardens...Palm gardens...succulent gardens...artful landscape design!
Great music events
Great street food trucks with affordable ethnic food.
Hands on arts and crafts Different areas of the city not just ONE location
Have some art that is kid friendly, that children can climb on, sit on. The reading man statue by the library is a great example of this.
historical art is absolutely fascinating to me. Anything that helps commemorate the city's rich history, local inventions, famous companies/products/people. Plaques showing a location that is famous (like the HP garage) or has significance (home of famous person). I also appreciate technical art. Not interactive/short-lived/glitch computer-based 'art'. Rather technical art like the ball maze at the tech museum in San Jose. Or a wall of silicon wafers. Or pieces of some famous historical item or device. Commemorative plaques go a long way to show pride and history for our great city :)
Historical bike tour; bike the city event. A community fair where all the different civic groups can have booths displaying all they must offer, including the police, library, etc., and private companies/groups can fund the event by paying for booths. There can be food trucks and raffles.
Historical monuments and statues. Sunnyvale Pride.
History of Sunnyvale done with artwork the wonderful mural at Bishop Elementary (Sunnyvale Ave/Maude on outside auditorium wall) Showing the history of Sunnyvale in a mural will be covered up in the remodel :(What a huge loss to Sunnyvale.
How about a yearly holiday light installation that would be a walking kind of display (i.e. http://www.georgetowndc.com/events/signature-event/georgetown-glow) or other things similar where people have the option of making it into a walk to learn about the city... Another item that would be great is something interactive for children, seniors, or those with disability.
How about some things that are more natural- less of the large metal sculptures or modern graffiti-style drawings, and instead things like- a bonsai garden, botanical / floral gardens, classical/realistic paintings or sculptures, historical photos or paintings displays.
https://petalumaartscenter.org/
I am very glad the city is exploring the use of public art and more art in the community.

<p>I desperately hope for living and studio space for artists! Many more venues to display art! Dance. Street music. Impromptu performance arts, singers, acrobats. Light shows of all kinds!!! Fountains with art and comfortable seating. Sidewalk art (on or in the sidewalk) street art (creatively painted crossings, interesting textures, paths) in the street.</p>
<p>I enjoy art emplacements, and art on places like overpasses and another public infrastructure.</p>
<p>I enjoy water fountains it is nice art and can be an integral part of any setting. The sound of water and having birds and other creatures.</p>
<p>I enjoyed that city fair for the State of the City address and the location. That would be a great place to have an arts fair.</p>
<p>I like art where you see it during your daily activities. Murals, mosaics, and so on the street, in shopping, parking, and transit areas. An unexpected happy surprise the first time you see it.</p>
<p>I like gardens. Can we have a path thru the orchard at the Sunnyvale Community Center so we could enjoy it, instead of being told 'stay out'? No, Sunnyvale does not need unique art pieces. This sounds like a waste of money.</p>
<p>I like nature. Less concrete</p>
<p>I like the public arts program I see in New York near the 5th Ave entrance to Central Park. Every few months or longer an artist is selected to show their work in that location. I visit that site every time I am in New York to see the current piece. The Metropolitan Museum has a similar program in their roof top garden. I like the idea of a special site, easily accessible to all, where pieces can rotate through.</p>
<p>I love the downtown Los altos 'downtown on the green' they do in the summertime.</p>
<p>I love the festivals and events that 'close down' downtown. The annual art and wine festival and weekly bands in the summer are a great example! We could expand the farmers market to include more art.</p>
<p>I love the Indian cultural however it is also important to incorporate other cultures who feel totally isolated in Sunnyvale. For example, Irish, Italian, German or other European cultures.</p>
<p>I love the large-scale art that is fun like the giant flower near Target or fountains at the city center. I was disappointed the fountain on Murphy street was removed. Something interactive using sun light or water is great!</p>
<p>I recently joined Nextdoor so I hear more about events in Sunnyvale. For some reason, I no longer get the local Sunnyvale newspaper. So, if you had a summer concert series, I didn't hear about it. If you didn't have one, then it would be nice to have a concert series during the nice weather. It would also be nice to have an opportunity to see some old movies in a park setting.</p>
<p>I think any type of interactive outdoor art that is fun for children ages 2-12 to explore & experiment with would be a very valuable addition to our city. Also, some type of green belt with walking or biking paths with intermittent works of art would be awesome.</p>
<p>I think art should be so accessible that it's a part of everyday life and you don't have to go looking for it.</p>
<p>I think it's great to support local artists. I also think it is great to support schools. I encourage the city to consider public participation in the arts through school projects that change with the population of youth artists (e.g. change the murals at the middle schools every three years). Honestly, I don't like the murals at Sunnyvale Middle School. I wish they were more like Crittenden Middle School which had an entire wall painted with a space theme.</p>

<p>I think murals that will drive social media posts from bloggers, and instagram will do wonders for the city! I know that in LA the pink wall in front of Paul Smith gets a lot of people to the area and the businesses around it benefit a lot.</p>
<p>I think seeing murals more places would be great and that it would be cool to have a sort of theme - something that ties different displays together.</p>
<p>I think the Plaza del Sol should be used more; everything's on Murphy Ave. (I understand, the business owners want the traffic) --but we have this beautiful plaza that's infrequently used. I'd like to see more events happening there. I'm for more art, more music, more live theater. We can't get enough!</p>
<p>I want to feel more connected with the City. There is so much planned for the civic center area. I feel my neighborhood (Lakewood Village/North Sunnyvale) is extremely neglected in terms of access to the civic center and down town events due to geographic location. I feel like my neighborhood is cut off from the rest of town.</p>
<p>I wish more artists and creatives lived here, but I know that's beyond the scope of this survey. We'd have quirky restaurants, pop-up galleries and shops. City stuff.</p>
<p>I would like art that is also eco-friendly or educational. For example, an art exhibit that makes use of a renewable energy.</p>
<p>I would like public music in the parks or at the unused green areas of schools or at the community center. Performances, or piano installations where anyone could play any time. Maybe other instruments available to use at parks. Perhaps they could be rented out for a time (20 -min increments) to individuals or groups of SV residents who want to jam or just perform. This would work well at the Civic Center and be something no other city has. The citizens playing music could be the public art. Or regularly have choirs or performers in the parks. Or have art materials for anyone who wants to draw or paint at our parks. Or have the sculpture include an interactive game like ring toss or beanbag throw or hop scotch or something very low-tech.</p>
<p>I would like Sunnyvale to have a Museum of Art. Dedicated to showing Bay Area Artists.</p>
<p>I would like to have some exercising equipment at some parks</p>
<p>I would like to see a bike and pedestrian overpass, over Mathilda, with a 'Welcome to Sunnyvale' message written as you get off 101, going south, towards the heart of Sunnyvale. Just as one can see, leaving Sunnyvale going to Santa Clara, on El Camino Real. It should be located between Shawnee and San Also, and before Maude.</p>
<p>I would like to see a giant painting on the wall</p>
<p>I would like to see a sculpture garden like what exists at Stanford U. This is a delightful place to visit. This could be incorporated in our plans for the civic center, or how about the space at Town Center where the redwood trees remain?</p>
<p>I would like to see an exhibit that celebrates the rich history of Sunnyvale and its orchards</p>
<p>I would like to see less junky art in front of businesses. It seems like some businesses have installed cheap looking installations to satisfy a requirement for public art. These are not uplifting...they are a downer!</p>
<p>I would like to see the resident create the art to show what they think of Sunnyvale</p>
<p>I would love to see a centrally located bandstand in downtown Sunnyvale, where the community could gather for an outdoor concert series, which would include jazz, classical, contemporary, etc. music. Our weather is beautiful from early spring until late fall. We need to take advantage of downtown or one of our parks to have these types of community gathers.</p>

I would love to see more art in green spaces, where children can interact with art in a safe space, climb on sculptures, engage with pieces away from roads and commercial businesses.
I would love to see the art box project come to Sunnyvale... If you are unfamiliar, this is where local artists are commissioned to paint over public utility boxes. Beautifying everyday things around the city would make people smile.
I'd like to see the whole Sunnyvale City Council impeached. Think of it as performance art.
I'd love the opportunity to attend outdoor acoustic musical performances, a la Austin and the surrounding areas. It's amazing to stumble upon lovely music. I'd also like murals and whimsical art scattered throughout the city, and maybe one big amazing piece that's centrally located.
I'd rather see potholes fixed, and an effort to better synchronize traffic signals, especially Mathilda, Wolfe/Fair Oaks and around LinkedIn.
If the arts are to be only temporary, they should be there long enough for the population who cannot be in crowds to have time / chance to participate too
If the City could find a conductor, we could have a community band, as do Cupertino, Los Altos, Saratoga. Great fun for the volunteer participants, and for the public – at parks or indoor venues in iffy weather.
In your Facebook news posts, highlight a work of art on a regular basis, maybe once a month, or on 'art Fridays' or something like that, to bring awareness to your efforts and other parts of town I may not have taken the time to visit.
Informal unscheduled interactive street theatre; flash mob performances More music of all kinds
Integrate Sunnyvale history as well as diversity into art experience somehow.
Interactive art
Interactive Art - egg. in Montreal during the Jazz festival, they would put up art related to music that kids/adults could interact with
Interactive art experiences that bring people together in a public space
Interactive water features for parents and kids to gather and play in.
International day festivals that celebrate our rich diversity
International day food vendors.
International food fest. There are so many communities that live here, we could have some sort of festival in murphy where there are stalls from all ethnicities. Food is a cultural experience and it fills one's belly.
Invite local musicians to perform at parks.
It is important that the down town area have some art that shows the history of Sunnyvale. I would like to see murals on some of the walls and some sculptures of showing the history. I like the stuff at Murphy Park and would like all parks to have some of the same depending on where the park is located change the topic. I would love to see the trails on the Sunnyvale Baylands park marked with mental birds with the trail's name and distance. Right now, most of them have little no markings and no maps. It needs to be dressed up and more publicity.
It would be cool to have a regular arts fair during the summer that is held on Murphy or the civic center.
It would be wonderful to have free music concerts and how about a street fair, not the same as an art and wine festival, just something that would suit families with merchandise and food available?
It'd be nice to have events where Sunnyvale residents can be part of the art making process (e.g.

creating murals).
Jazz....have enjoyed concerts at the community center.... email calendar of events very helpful
Juggling art
Kids activities
Kite festival International Cultural Festivals Tech events like drone racing, robot competitions
Knowing your neighbors better with some community activities. We also have a great farm area, where we could have family activates easily set up.
Large murals on blank building walls
Large scale chess boards ala au tana Row Painting of utility boxes by local artists
Like to see a diversity of ethnic cultural music, plays, dancing, and food experiences throughout SV.
Live entertainments
Live music and plays
Live outdoor dance performances during the day on weekends and holidays
Local artists in a permanent gallery in the community center or coffee shops where one can purchase their art. Or once a year open house at the community center.
Local concerts and other performing arts
Look to installations like those in Chicago in and around the Art Institute of Chicago; park nearby has interactive art structures that attract tourists as well as residents.
Los Altos has lovely teak furniture scattered around downtown for people to hang out - turning downtown into a semi private space. It would be lovely to see this in Sunnyvale - not just downtown though, but in the neighborhoods, or as part of the shopping centers
Love the idea of suns (or something) decorated by artists throughout the city. They do hearts in sf, pigs in Cincinnati, cows, horses etc. in other places they are awesome.
Love the metal sculpture at the library It's stationary but interactive
Love the music on Murphy in the summer.
Love the Wednesday music on Murphy's during the summer - would like something in the spring and fall too
Low-impact Broadway style dance classes for adults (evening) and older adults (daytime).
Making it a historical, green, tech city of world, where people can see everything and people something not everywhere. You can have programs having regularly for which people come and wait.
Modern sculptures (Alexander Calder)
more activities and experiences for those on the autism spectrum
More affordable performances - dance, theater, etc.
More art and music...less technology and growth
more art classes in local community centers mobile art class truck? visiting artists to local elementary, middle, high schools more connections to local artists
More art classes through the Sunnyvale community center(s).
more art related events, include art in farmer's markets
More concerts.... maybe at community center. Outdoor gallery or art show at the community center a couple times a year.

More displays of amateur artists
More emphasis on projects which bring people out of their homes to walk/bike/shop/eat and explore their neighborhoods. Large urban multi-use planning projects which incorporate landscape and destination (think of the renewal of the Embarcadero waterfront area of San Francisco, or the Riverwalk promenade in San Antonio as examples of big and small projects which have been so successful in this regard). What are the city's current plan for the renewal of the library/town hall property? The 'downtown' area of our city, the El Camino corridor? I think of this especially as the older single-story housing model on which the original city design was based is now giving way to higher-density multi-story living units. In my opinion if we want the sylvan environment of our city to continue it is terribly important to plan/build the integration of art, landscape, people passages and play into the master plan. City art is not about simply plunking a sculpture down on a corner lot or painting a mural on the side of a building. We need to think bigger. Thank you.
More events to help bring business to downtown merchants, near Cal Train.
More festivals encouraging people to mix and get away from their computers
More free concerts.
More international food and art festivals around Murphy Ave.
More marker explaining Sunnyvale history
More music experiences, jazz and classical.
More music, please.
More musical events (including classical music)
More performances by local magicians! Sunnyvale is uniquely fortunate in being the center of one of the US's leading magic communities. The city should exploit this more. Particularly by hosting some evening or weekend public stage performances.
More places for artists to show and sell their work that are free. More awareness and promotion of local art clubs and individual artists...an art city would be jewel.
More public input into art selection. I love what they did at Murphy Park and invited community members to help paint some of the pieces.
More public murals that reflect the city's history and its growth into a new city - modern and current!
More shows! Theatre, Dance - from all over the world, music
More support of the men and women in the Sunnyvale DPS.
More support of the performing arts--specifically Sunnyvale Community Players.
More tile mosaic and large sculptures and bright colors!
Movie nights, e.g. classics movies or movies for younger audiences.
multi-cultural activates that represent the cultural diversity of city residents
Multi-cultural dance/music day or at least a parade to celebrate the cultural diversity of our city.
Multi-cultural festival
Multi-genre arts festival: music, visual art, theater, poetry/spoken word, video, kids' activities
Multicultural dancing and music performance. Dance classes for the community of all ages.
multicultural: Chinese/Taiwanese
murals or sculpture that allow people to interact with or be next to and take a nice picture of friends with the art

Music and drama and dance
Music concerts
Music Concerts, culture dances, art lecture
music festival
Music festival, architecture festival, and woodwork festival
music in the park / travel photo exhibits
Music in the park, puppet theatre, environmental art etc.
Music programs including music from other cultures.
Music venues Humor
Music, street fairs,
Music, theater, children's events, maker fairs, etc. I like it all, but I am currently most excited by interactive educational art, like the children's museum in Santa Barbara, or one of our nearby museums/Exploratorium-style centers. The Color Factory installation in SF or interactive digital art (Pace Gallery in Palo Alto had a great show) are truly amazing. I'd also LOVE to see something like the Solstice Parade in Santa Barbara that pulls in Community members and visitors alike.
Music; art geared to children and youth
Musical events: Street Artists, Concerts - Pop and Classical, Chamber Groups
My favorite art in Sunnyvale is the reading boy at the library. It is just cool, but also surprising and very accessible. More like that!
Once the new theater is built at the old Town Center, a local film festival might be a good way to help showcase the new downtown (if the theater is open to the idea). Also, although Evenings of Cultural Arts is great, the city still needs more access/exposure to performing arts--maybe draw more visiting artists to the community center theater? Or try to attract another resident theater company?
One of the questions implied an outdoor movie event. That would be great! I want see murals and such as I go about my day in Sunnyvale.
Open air plays in summertime. Keep the live music downtown.
open concerts/theaters
open streets events, pop up community art events, day of drawing, tech/art fairs, maker DIY steam events for all ages
Open studios would be cool, like a neighborhood walks to visit local artists in their home studios (like Santa Cruz)
Opportunities for children to perform.
Opportunities for local artists to display and showcase their tablets
Our homeless to have more or different opportunities to be off the streets, out of the parks, and getting back on their feet. Why spend money on art that won't make a change when the money can go to something that will? Or how about speed up the downtown center restructuring so we can stop spending money in other local cities that have more. Of what people are looking for.
Outdoor concerts in parks. More shaded benches for disabled residents to sit and relax in parks and public places.
outdoor films screening outdoor theater indoors/outdoors dance shows the return of California Theater Center

Outdoor installations seemingly would reach the most residents, which I think is important.
Outdoor movies
outdoor music events
Outdoor music events! Outdoor theatre (like Shakespeare in the Park) Community based art projects - where residents can contribute through workshops.
Outdoor music in the summer
Outdoor music series, including music of many cultures (Indian, Mexican, Chinese, etc.)
Outdoor music. For example, in Mexico at cafes you often hear roving musicians playing marimbas.
outdoor: family movie nights or plays, sculpture garden (also suitable for children to climb, play on).
Paint on the electric box on stress like another city does like Santa Clara and Campbell
Painted electric breaker boxes, like they have in Santa Clara (city), QR codes for public artwork giving name/history/more info, more beautiful buildings (so the city doesn't look like everywhere else), more/bigger murals
Parades
participatory dance/ music spaces
Performing arts and cuisines celebrating cultural diversity (egg international festival)
perhaps outdoor shows or holiday celebration events
Permanent art by children in public neighborhood spaces and as part of civic spaces
Persian Art
Plays in the park, plays and concerts in the park and Full Circle Farm,
Please consider having artwork that is aesthetically pleasing. Imagine it being a place where families would want to have their family portraits taken. The triangular flower mosaic is not appealing at all. My favorite artwork is that of the sitting man reading a book in front of the library. Kids love going up to him.
Please do NOT add man-made items to natural open spaces..... they intrude on the feeling of being out in nature.
Please embrace the Maker movement - any tactile art to inspire children to be Makers as well as preserving the history of Sunnyvale which used to be in cannery business, with orchards where children can roam around freely. Please provide the low-tech activities for child in this ultra-high tech environment. More Full Circle Farm, more garden, more orchards, more nature inspired art to keep the cyber world and to keep us connected to the real world.
Please re-open the Art gallery at the Community Center
Pop up Art works, provision of artists' studios/ galleries that offer workshops/ performance art, working with private developers to make art and creativity an integral and meaningful part of city life rather than just an add on at the end of a project
Pop up Festivals along Murphy Street (live bands, quartet/orchestra concert, art/wine, chili cook off, chocolate fest, jazz fest, movie screenings, food trucks, etc.
Professional musicians need opportunities to perform more at the community center. It is very expensive for local artists to use the spaces.
Promote local artist Very interested in well done mural art
public arts exhibition/fair/sales

Public cultural events or displays (such as banners on light poles) that highlight our diversity in such as Cinco de Mayo, Diwali, Tet, St. Pats Day, MLK, Chinese New Year, Veterans Day, etc.
Public music events are fun. We also enjoy Redwood City's Summer Movie in the Square Events (https://goo.gl/5GYlbd).
Public performances of music
Quilt exhibits at the Community Center
Random, small-scale acoustic music in places like Plaza del Sol (which is currently a ridiculously wasted space), parks (e.g., Murphy park 'amphitheater' area), soon-to-be Redwood Grove area in the soon-to-be-built town center development, etc.
Real art, as judged by qualified artists, not made-for-civic-use, mass-produced art.
Recognize outstanding women in Sunnyvale
Replace the mural that is being removed from Bishop School. I'd love to see an updated, maybe more 'professional' version of that mural on the new campus. Facing the neighborhood, as the traditional mural has.
Rotating sculptures.
Science centers
sculpture garden
Shakespeare in the park (used to have one near Rayner park) or other theater pieces in parks; small music fests / art fests in parks; kids' tech-related competition and/or music recitals in public areas; chess boards in parks (w/ monthly instructions?)
Showcases of local dance groups.
sidewalk chalk art photography in the street video/music art that becomes interactive w/passersby by the local artists-- very important to support the local artists-- please. Thank you.
Small local artists based art museum with all kinds of art; limit the number of traditional 2D paintings (because we are a city that leads.)
Small scale public art, with a few awesome larger pieces, as well as lots of murals in a variety of locations and of a variety of types is what makes a community unique and special. I think about Fremont in Seattle as an example. Everyone knows Fremont for the Lenin Statue, the Troll, and the many smaller pieces of public and private art all around the area.
Some annual or semi-annual cultural program which reflect city diversity and create feeling of social gathering.
Some things which will develop interest about arts in kids
Something that connects people to nature and leaves technology out.
something that kids can enjoy and interact with
Something that promotes the intersection of art and technology to inspire people to pursue new ventures. Art and science are not opposites - they need to be in symbiosis to make this planet better
Special effects festivals, light shows
Statues of historical figures and events. Restoration of historical sites.
Street art on the whole Murphy street Art on the walls of Murphy street to make the looks of the restaurants & shops nicer! It doesn't look inviting and clean. trees are really nice .,

strong integrated public art at new City Hall complex/area city guidelines on urban aesthetics (appearance of street signs, sidewalks, street lighting, commercial fronts, city info paved & signs South Bay Arts Festival, not the popular/ street/festival type, instead getting together top artists and new promising stars
Stuff that's younger kid friendly would be better for my young family but that's just an opinion
Summer - movies in the park, Shakespeare outdoor theater
summer outdoor theatre
Sunnyvale has lot of diversity so let's create cultural experiences of people celebrating their ethnic festivals like Diwali, Eid, Hanukah etc. This will be an eye opener of what people do during these festivals and we can celebrate together.
Sunnyvale needs an art museum where the primary criterion for the collection is quality, not local artists or incorporation of technology. Collections like that are built by donations, bequests, and grants. It takes time but is worth it.
Sunnyvale's new buildings are nothing special. Downtown needs more than 1 block. Unify our identity then add the art. Downtown needs a focus, gathering spot to draw visitors. A lovely parklike walk from Murphy St. to El Camino would go far to help our city.... Perhaps with art installations. Check out what Brisbane, Australia has done.
Support for local artists for exhibitions, affordable community art classes and free public museums displaying famous and local artists. Cantor Arts museum is a great example of such work surrounded my trees and open spaces in an educational institution
Tech, scientific or futuristic related art.
temporary exhibits like the ice cream museum. (ex. cute attractions that provide lots of photo ops)
The above will be sufficient
The city should recognize the Sunnyvale Art Club and what it does.
The ex-full circle farm has an enormous potential to become a regional center for agro tech. Also, the sports facilities and fields (such as Soccer Sunnyvale Alliance) can be beautifully designed. Those facilities host games with players from all over the Bay Area and the local community)
The experience of less construction, more orchards, a sense of wholesomeness for present and past residents. WE need to stop the incessant building /
The giant red ribbon placed on Mathilda is an example of industrial art that will not age well. It looks incomplete. Just metal junk that has no texture or anything interesting about it for us to be inspired. There is no symbolism, or something curious about it that makes you want to examine it further. It needs soul.
The musical swing chimes in San Jose were great. A set up at the entrance to Baylands or using the now defunct water area of Las Palmas (or other interactive installation) would be great.
The one I visit most often is the mechanical clock in the plaza downtown.
The only arts space in Sunnyvale is the theater at the Community Center. This commercial kind of art your questionnaire concerns is not for the most part art.
theater and outdoor music concerts
theater performances
There are many local artistes in SV. Celebrate them! They must go elsewhere to be recognized...like Palo Alto. SV PUSHED them out years ago! Bring them back.
There's nothing more I want to write.

This project is a total waste of money
To see the city council to permanently support one parade, or one art event, or one music event for many years. Events take time to grow and become part of Sunnyvale, we don't need a pet parade followed by a cultural fair, followed by another one-off vanity event. Find something multi-year that many councils can support in funding and STICK WITH IT. People will find it, if we are consistent -- BTW, Caltrans has funding for the arts. AKA: lighting on Bay bridge. Can SV support an El Camino Trl linear art installation and work with Caltrans and an artist? Just a thought...
traveling art exhibits in places like sr. center, community center, library
un Lugar para dib jar lo que quires y que la Demas genet lo pedal veer
Unique lighting of the art for dramatic night displays. How about a policy for removing public art after a time (though not for political fads)? I think the rusted sculptures by city hall have out-lived their appeal.
use to introduce and explain educational and cultural displays, such as the apricot orchard next to the museum.
Useful art pieces will be nice.
We cannot celebrate art in our fair city very easily when our toad ways and streets are trashed. Pride in SV must also be evident in the way we care for ourselves. With the current overgrown, out of control weeds, and incept public streets our new art will be wasted. We should start by showing pride in our environment and cleaning up the trash and overgrown weeds that are everywhere we drive in SV. Then add the art and keep both beautiful.
We have different ethnic groups that could bring more of their art in the form of Festivals or events.
We have very auto-oriented streets, I would like to see art and design used to create a more walkable city
We need to have arts/cultural experiences in different parts of the city.
Weekend early outdoor concerts or things like Shakespeare in the Park in the summer
While I do like the idea of art pieces in the city, I think the more rewarding way for a city to support the arts is through the places where people gather. Whether it means gathering at the theater to see a play, a place to watch others dance, a gallery to see an exhibit, or simply a space within a school or library where people can come to appreciate someone's artistic works, the art should have its own designated spaces. This draws people in and allows them to experience it with others in a more meaningful way.
Why doesn't Sunnyvale create round-a-bouts at intersections and place public art in the center? Bend, Oregon has 30 such round-a-bouts with sculpture pieces. The C of C provides a map and if one goes to each round-a-bout and answers the question about the sculpture, one gets a prize at the end.
Would be good if have art competition twice a year in a park or public places. Good art should be part of Public Display
Would like to see more outdoor music and dance sponsored by the city. New art should have more movement (kinetic) and be more sensory (light and sound)
would love if Murphy Ave was closed to traffic and used as a place for public art, benches and a meeting place.
Would love to see more diversified festivals/activities to incorporate different cultures and faith. This will help public awareness and enhance respect each other as a community.

Wow it would be nice to have a fine art supply store.
Yes, make area of train stop more fun (colored roofs, fun benches, more life in the extended Murphy area
Yes, more art and cultural fairs would be great! We have Hands on the Arts and Art and Wine, but there is so much more to art and culture to explore! These events are similar each year; we need something new.
YES! I see very little of the performing arts on your agenda! Performing arts is flexible and can be displayed in many types of locations, can bring people to engage in cultural, political, social, and entertainment events that teach, challenge, and open minds and hearts.

Additional Input

<p>Are there any additional thoughts you want to share with us?</p>
<p>Also, celebrate arts and artists of various age ranges from youth teenagers 20s 30s 40s 50s 60s 70s 80s 90s and., except and include all people of all nationalities and make accommodations for all to appreciate, contribute and enjoy art.</p>
<p>Plaques in different parts of the city explaining history or point of interest; incorporating art into functional items for instance water fountains or benches for seating designed with an eye to aesthetics rather than just utility; an emphasis on sustainable materials in the expression of art; bus stops that incorporate art by the children of the closest public school (this might even lead to some healthy competition between schools for the best bus stop art!)</p>
<p>. Sunnyvale is such a nice place with nice and not- snobbish people. I would love to see it a bit more 'updated' on Murphy and next to Macy's. the buildings look a bit neglected but the city could be so cozy and friendly.</p>
<p>A community news mailing (like the continuing education) would be helpful to know what's going on in the city.</p>
<p>A favorite place to take my art students is Clarion Alley in San Francisco. It would be amazing if we could find a large space to feature revolving public murals like they do in the alley.</p>
<p>A more colorful Sunnyvale would be appreciated. Murals. Street art. A more vibrant downtown.</p>
<p>A new public library would be wonderful!</p>
<p>About this survey. It froze on question 8. When it came back only questions 9-end were available I could not go back to make sure other answers were there, so therefore first part might be missing. I think you need to consider public art to include all the arts such as I described in a previous question.</p>
<p>Although water is a protected resource, use of water (hopefully recycled) in public spaces and interactive art is always fun and soothing. Please consider.</p>
<p>Architecture and urban design are works of art. We should demand that new developments create great places for the community. Approving a bad building design and plopping a piece of art in front of it wastes everyone's time.</p>
<p>Art connects us, softens the edges of hard days, sparks ideas and impulses. I'm glad you're encouraging more of it and reaching out to the community for ideas.</p>
<p>Art in Sunnyvale should be uniquely Sunnyvale. We have enough abstract swirls.</p>
<p>Art is important. A map or descriptive brochure would be helpful.</p>
<p>Art is my life! Very excited we're getting new art, hope we'll choose some good stuff for once. Thank you for organizing</p>
<p>Art must be understandable to viewers if we spend public money on it. The stupid broken concrete placed in the city center pond is a nothing. I thought it came from Steven's creek until I saw the same broken bridge supports still there. Such a waste.</p>
<p>Art should be around gathering locations and be useful or interactive.</p>
<p>Art should be classy not cheap. I prefer traditional art (side of Goodwill is nice). The Spoon and Fork art at Sunnyvale Saratoga and El Camino is ugly and cheap.</p>
<p>Art should please the eye and not have to try and figure out what it means.</p>
<p>Art that is integrated into our construction adds value to construction. Other cities have done a better job of allowing object art that is plopped down in front of a building than Sunnyvale (SV) historically. Art is everywhere in Santé Fe & Albuquerque, but there is a strong art identity in that</p>

state, though very low income. Unique architecture can be art; landscaping can be art... it's not just a split giant rock or a corporate logo palm tree. Sunnyvale can do much better.
As a local artist, I've often wondered how art was picked for our community. Because honestly, I don't like a lot of what I see. I think we can do better.
As a local artist, very pleased to hear Sunnyvale considering how arts improves and enriches the life of its citizens.
As so much new development occurs, more cities are requiring art to be incorporated into projects. Often very little real thought goes into it with the result that we get a new building with an out-of-context object in front of a building. How about integrating the architecture with the presentation of art: artstreets.net is an example?
Awesome community that needs graphic direction. New logo is a step better. Design Contests are inclusive & are often more creative. Landscaping is a lovely art form that gives much bang for your buck!!!
Best is the sculpture in front of the library. I seldom pass it on a weekend when there is not someone sitting next to the 'reader.' Let's have more that are equally loved!
Better safety and civics
Consider the library as heart of the city. Consider town center as a failure.
Couldn't the money be better spent on teen activities, seniors, i.e. the residents.
Create an arts commission that makes decisions on art installations, not just rubber stamping what the city has approved of.
Cultural events and installations add so much value to our sense of community! An example of the value that art installations bring to Sunnyvale: all the art destinations were included in Pokémon Go and made us a (brief) boom town for visitors. :) This translated into big business for downtown shops and restaurants, as well as a source of pride for residents. Seemingly frivolous but core to who we want to be as a community!
current public art, especially in industrial parts is of insufficient quality in Sunnyvale. Need more public art everywhere, with much increased discerning taste, also need to include urbanists and architects, and major art figures from university and art world, please stay away from local stuff.
Don't overthink or overdo on public art. While it may be pleasing to some, it should not be prioritized over doing more basic things for the public like keeping roads in order, fighting crime, addressing homelessness, etc.
Don't spend too much money - thinking a cost saving method
Don't use city art funds for isolated pieces without any people around, like those seen along ECR or some of the shopping center remodels, like Homestead & Sunnyvale-Saratoga.
Enjoy the artfully designed and unique utility boxes that other cities have every few blocks, some cities even have public garbage cans designed. Would enjoy seeing that in Sunnyvale.
Everyone loves the lunchtime reader on the bench in front of the Library--more smallish art pieces that relate to the location would be a great addition to the City.
Excited to hear about this program
Find better means of reaching out to less represented residents for their input on new art installations.
Free or relatively cheap art programs (Like FUN ON THE RUN but with ART!) should be instituted as after school programs at all the elementary schools as those are the programs usually ignored the most in the regular DAY at school

Glad to get involved
Great idea for you to think about how to make Sunnyvale a more attractive place via Art. In some respects, the city has a utilitarian architecture, and Public Art can help enhance the look/feel of the city.
Great idea to do cool and amazing things with art. We should also stuff with wellness like community yoga and Tai Chi
Green belts and bike only lanes would be practical and great venues for public art. Help decongest streets and beautify our city!
Have lived in Sunnyvale over 50 years and taught in its schools as a sub for the last 14 years, with all the building development I am concerned that Sunnyvale's agricultural history may be lost to young generations who may not understand that food does not originate in the supermarket
Have one or two major events that all Sunnyvale residents are aware of and interested in attending like the summer jazz in downtown.
hope to see more art in the future (:
How does categorizing me by a race help you be more inclusive? If you're afraid of bias, don't you want to NOT look at this stuff? Are our opinions not equal? If your reading my opinions and including them your including me.
I accident tapped extremely unlikely to attend the art events in the survey, what I meant to write extremely likely to attend them. If you can please adjust my survey. I couldn't make it go back to fix it.
I am an artist, and art educator living in Sunnyvale. I would like to know more about how I can contribute to the community.
I am excited and happy to hear about how the arts projects shape up... would be nice if city keeps posted about the progress with the art activities and projects
I am glad you are thinking about this. It is exciting.
I am not an art person, am as aesthetic as a cow!! Wonder if the money be better spent on other areas such as helping the homeless, recycling, salaries for firemen/policemen, etc.
I appreciate your interest in our opinions. I work, shop AND live in Sunnyvale, own a business here and use the services, rec areas, and streets here. My sales, property, and business taxes go here. The reputation of this city is very important to me.
I believe the city is losing its unique character of being small city, as is gradually becoming more commercialized and too many large apartment buildings, those adding a lot of traffic.
I commend you for making public art a priority for the city-along with open natural spaces -the Arts and Culture are the most important attractive features in a city.
I dislike the art on the corner of Matilda and El Camino!
I do not like the artwork at 505/555 Matilda. Too large. Does not go with the surroundings.
I don't know if the Community Connect newsletter in the last question pertains to our neighborhood newsletter. This is where I get most of my information: Lakewood Village Neighborhood Association Newsletter
I don't think about art in Sunnyvale, but I enjoy are when I take the time to notice it
I don't visit art; art is part of the environment or destination being visited.
I encourage you to review the art, music and cultural programs of cities like Palo Alto or Redwood City as a possible goal.
I enjoy the Library art show in June.

<p>I find out about events happening in Cupertino at the Cupertino Community Center. The Sunnyvale Community Center could do the same thing. BTW, the Cupertino Community Center's fitness classes are cheaper than those held at the Sunnyvale Community Center, even though I'm not a resident of Cupertino.</p>
<p>I guess I am not too keen on the idea of seeing art pieces in too many places. What appears to be art to some may be ugly to others. More trees and native gardens will be better appreciated.</p>
<p>I have a background in arts advocacy with experience working at Americans for the Arts in Washington, DC and would love to further support in your efforts to enhance the cultural life in Sunnyvale.</p>
<p>I have lived here all my life and if I were younger I'd move; the change has not been for the better.</p>
<p>I have seen spectacular but small water features - some towns have them all over the place, makes for a memorable town to visit</p>
<p>I hope all art will be family friendly and appropriate.</p>
<p>I hope Sunnyvale will be a leader and inclusive of all types of art. The world has many oil paintings and most people think of an oil painting when they think of art. Or they think of theatre or a dance performance. Let's inform citizens and visitors about all types of art. Woodworking. Small scale metal art. Fabric art. All the things that are often deemed a 'craft' are art which is more accessible to people. More people can relate to 'craft' art (see the American Craft Council website to see the variety) and are more likely to try it themselves. To make the city an artistic city, we must require more of the large buildings that are being constructed. The hotels and apartment building need to be more architecturally interesting before the city itself can be deemed beautiful. We are being overtaken by big boxes with a few extra corners to keep them from being large cubes. (The one exception is at the corner of Argues and Wolfe.) We need more artistic design requirements placed on the builders. Their profit can sustain the extra cost. They will still be driven to take advantage of the building opportunities in Sunnyvale. The replacement for the Town Center Mall should be artistic.</p>
<p>I hope the city has funds to go ahead and repair Astoria Ave. specifically from where it runs next to the new Montessori school near the library to the corner of Astoria and the Stanford School by Washington Park. I appreciate the new multi-purpose checkout, stations at the library and would love to see the library expanded.</p>
<p>I like a lot of the already existing art in Sunnyvale, mainly sculptures. Some, however, are not easy to find or even see</p>
<p>I like art that you can appreciate without having to read a plaque with a complex explanation of what it's meant to be - art that looks like what it is! For instance- a statue of a man eating a hamburger and relaxing with a book at the library; a Libby's fruit can water tower marking the skyline where a fruit company once stood; neatly trimmed fruit trees at orchard heritage park. These things are real art to me, not giant metal triangles or murals that look like a five-year-old scribbled something. Thanks.</p>
<p>I like living in Sunnyvale. Have enjoyed the Senior Center for its programs and its contemporary art and architectural appeal.</p>
<p>I like the art we already have and want more of everything. We can walk or bike to all our daily school/work/shopping and we would love to pass art on our way. (Maude, Mathilda, Sunnyvale Ave). Go, public art!</p>
<p>I like the recreational summer swimming activity in Washington park and enrolled my kid also. It's a nice summer activity which he enjoyed thoroughly. Swimming instructors are very good.</p>

I love finding murals when I travel, whether in Brussels, Albuquerque, Portland or the Mission District in the city. I would love to see murals in public places, accessible to all residents/visitors, not just those attending a local school.
I love living in Sunnyvale. However, I was very impressed by the Mountain View library today 🌟
I love Sunnyvale and the library. You bring so much to the community. Please continue to highlight both the history and advancements of the city.
I love Sunnyvale. Thanks to the city officers for making us feel safe! Love how Downtown is progressing!
I love the flowers at Target and the art pieces at the Trader Joe's shopping center.
I love the hands-on art that Sunnyvale organizes.
I love the name 'Sunnyvale' as it recalls a simpler and less complicated place. I hope the illusion of our name can permeate our city art and parks and events. We don't have to compete with other cities around us. Just make it a good place to live and tease a family. Thanks!
I love the sculpture in the Cherry Orchard shopping center. Makes me smile every time I see it.
I love the tile bench and art in front of Trader Joe's. If a few benches around down town and parks were tiled it would be beautiful.
I often don't distinguish between arts and events in Sunnyvale and those in surrounding towns.
I prefer representational art to the abstract. The kid eating a sandwich and reading outside the library is great. The fruit can water tower is great. The red ribbon next to LinkedIn is boring.
I prefer small and/or temporary art installations by local artists, for pedestrian areas.
I like Sunnyvale - great place to raise kids.
I like the city is considering/recognized art is in everyday life style
I like the gymnasts on Crossman and Caribbean and the young man reading outside the library
I like the statue outside the Sunnyvale library. It attracts lots of kids. I liked the yarn bombing of the bench there a year or so ago. I hate non-representational art like the things along El Camino.
I love it when a city takes pride in making public space look nice. My hometown in Southern California recently started doing this and it makes a world of a difference.
I see Sunnyvale as a place people live and work. Nothing of interest to an out-of-towner other than the novelty of the Libby's can water tower and Hanger One.... which is in Mt View, I suppose.
I strongly favor an increased focus on the arts in Sunnyvale.
I think better city planning and finding ways to efficiently manage traffic would have a more positive impact for me personally than adding more art. I live and work in Sunnyvale and traffic is getting increasingly worse. It has taken me as much as 45 minutes to get home from work.
I think it is great that Sunnyvale is increasing its arts programs and I think a high priority on support of local artists.
I think much of the art is horrible!! The art by Panera, the 'art' on the corner of El Camino and Mathilda, in front of PetSmart!!! Who makes these decisions? Whoever does needs to visit Yountville.
I think planning for more public art and having a survey is great!
I think Public Arts is a great idea and a great way to celebrate all of us! Keep pursuing the plan!
I think responsible growth is still our biggest priority, however, public art is very important to me. I think sustainability, diversity, accessibility, and inclusive access is essential too. I would love to see more art (especially functional, interactive art) in playgrounds, parks, libraries, etc., that can be enjoyed by all.

I think Sunnyvale should ensure that the buildings that are going to be along el Camino look pleasing to the eye. How boring to see building after building that are tall without any visual interest. Is there a way to incorporate 'art' or visual appeal into the 'façade' of the buildings??
I think that art makes life so much better!
I think the park/concert area across from the train station is the most underutilized and use space in Sunnyvale. I find it a very nice space, but don't know what the original intent was. I could be used for the band concerts, the farmer's market when it was in the train station, a special event area at the SV art and wine.
I want to make sure the art work at Lakewood Park is preserved. It has a NASA/Space theme and I think that is special. The murals at the tennis courts are very lovely and unique.
I was disgusted with the result of the green city logo. What a waste of time and money. Don't try to make art an advertisement for the city. I'd rather see something beautiful. Or clever. Reflecting Sunnyvale history is OK, but don't try to be all things to all people.
I would like there to be art that I can show to visitors when I am looking for something to do with them that doesn't involve a lot of hassle. Something free and available all the time (so outside and not staffed) and easy to get to.
I would like to hear or read more news about these activities. I am a retired architect and may like to see some progress in this area.
I would like to see art from lots of different cultures that represent the population of Sunnyvale. I think that many people should have input vs. a few who are selected who may be biased in their choice to an artist or concept.
I would like to see public art that feels like it is part of a place and enhances the sense of what that place represents. If a park is historical, then art should accentuate the sense of time. If a plaza is for community gatherings, the art should help people make connections to the place and each other. Good examples: Murphy Ave entry archways, statue of child reading a book in the library plaza. Bad examples: Plaza del Sol fruit sculptures, earthquake statue (good art piece, but why is it there?). The scope and scale of art should be proportional to how it is viewed. Pedestrian spaces should have art that is accessible and can be smaller. Art that is viewed from roadways needs to be larger to be appreciated and have any impact at all. Technology integrated into art is ok, but it should not be gimmicky. Technology for its own sake should be avoided.
I would love to create art for the city
I would love to see local students, art groups, etc. paint the electrical utility boxes throughout the city as many other communities have done. I believe these little treasures of art uplift the spirits of citizens & reminds us of the beauty & energizing ability of art in our lives.
I would love to see our public areas transformed into immersive socially engaged environments. Help the artists you choose to realize visionary artwork that is meaningful to the Sunnyvale audience, Art and creativity is so needed as we are overshadowed in this tech heavy environment, let's bring the two together and let them shine!
I would prefer to see fewer pieces of art but what you have be of better quality in public places. Some of the art pieces placed with new builds are pointless and an eye sore to be frank.
I would rather civic dollars be spent elsewhere or not at all. Most modern public art is hideous.
I would rather that the City of Sunnyvale improve Road traffic infrastructure with my tax dollars. Potholes and crumbling streets are more of a concern to me. Also, considering climate change, we need more trees and natural spaces and less development.
I would welcome public art, both visual and performance, in Sunnyvale. I would even help coordinate

<p>it if you paid me! I've created costumes and danced in SF Carnival for 20 years, but would like to parade closer to home. Maybe for Sunnyvale's birthday, or a solstice, or a harvest occasion?</p>
<p>I'd like to avoid installations that are dangerous for kids to play on, and that reinforce divisions (such as info - why do Cupertino and Glendale consider this), and abstract art, 'art for arts' sake' the snobby stuff you see in Palo Alto or New York.</p>
<p>I'd like to see more historical monuments or memorials, such as for WWI (100th anniversary of Armistice Day.) Celebrate the transition of Sunnyvale during WWI from farms to canning fruit.</p>
<p>I'm glad you are planning to increase art in Sunnyvale</p>
<p>I'm so glad to see The Arts getting attention in Sunnyvale. I hope more types of art-- performing, visual, literary-- will become part of the pride of living in Sunnyvale.</p>
<p>I'm surprised that you don't mention email as a means of us finding out what Sunnyvale events are upcoming.</p>
<p>I'm would love something that isn't necessarily large, colorful, and oversized!</p>
<p>I've always enjoyed the variety of art throughout Sunnyvale. I think promoting the Art Walk to residents would be nice. Many longtime residents don't even know where the artworks are located.</p>
<p>If any permanent exhibits are chosen for the city, I hope they will be uplifting, and hope-inspiring. While I believe in the importance of expressing even dark emotions or experiences with art, it also brings a heaviness to a city's 'face' when the visual impact is less than encouraging. Thank you!</p>
<p>If there were a day or parade celebrating cultural diversity, I'd like to be involved -time permitting. I think that's the only thing that sets us apart from all the surrounding towns around us.</p>
<p>improve wait times at traffic signals</p>
<p>In Santa Cruz county, local artists have beautifully painted the grey utility boxes found at street intersections. Everything are different and the artwork represents the beauty and diversity of the county. I would like to see such art work beautifying Sunnyvale's streets.</p>
<p>Interactive art by local artists that is publicly accessible always sounds like a fun and great idea that goes along with Sunnyvale being the Heart of Silicon Valley</p>
<p>Is there a list of the existing art in the city? I happened to have lunch off Evelyn and came across the ball drop. Never knew it was there. Stood there watching it for a while. It's not in an area that I frequent. I'm glad I 'stumbled' upon it. Also, I don't think the city should foot more than half the bill; new construction in the city could provide something either on their property, or elsewhere in the city. Maybe also include school art on a rotating basis. (I understand the New Seasons store incorporated art from the Reach Potential kids of Gateway Community Center)</p>
<p>It is important for art to be cost-aware. The chief function of government is to represent the taxpayer, not to dream up projects and expenditures. Art IS an important public project, but not at any cost!</p>
<p>It makes a difference to me when I see pieces that are obviously publicly funded versus integrated into a building or area done by a private party. There are probably many pieces of art throughout the city that I never paid attention to because I assumed that they were done by some commercial entity. That's why I think it's important to put the art in places that have less commercial interest, because in these 'unwanted' spaces, the art exists for its own sake. In more commercial areas, it exists to decorate, which brings down the value of the art. The one exception is functional art like bike racks.</p>
<p>It seems insane to me that places like Plaza del Sol were created with apparently no thought to how people gather. It was completely devoid of humans for years, until the new apartments or condos or</p>

<p>whatever they are were built next to it. Even so, one trip to any Latin American town - even the smallest town - illustrates that an inviting central plaza WITH SHADE (usually beautiful giant trees) draws people into a community space every day.</p>
<p>It seems that over the last 25 years the city has placed very little emphasis on culture and aesthetics, starting with the development of a mall that looked more like a cement fortress than an invitation to consumers. And over the years this has been repeated many times, the latest is with the resurrection of the cement parking fortress and the ungainly Target. If you're truly interested in developing a destination for commerce, art, & residence, you need to stop building boxes and consider a tighter integration of sustainability and aesthetics'.</p>
<p>It would be to rebuild Sunnyvale image as it is becoming lose with all the building of new office space and mass communications condos</p>
<p>It'd be cool to have art that represents people of many cultures and identities.</p>
<p>It's good to involve the community about the Public Art plan through the online survey</p>
<p>I've lived here all my life and I wish you would stop thinking about money and more about quality of life.</p>
<p>Keep adding to the variety of art classes available to the community center.</p>
<p>Keep it simple, cheerful, clean and understandable to kids.</p>
<p>Keep open spaces and parks open. Too many buildings, offices, apartments, and too many stories. Block out sky and sunlight. Art should inspire, challenge, calm.</p>
<p>Keep the cost low.</p>
<p>kids-friendly art or performance activities will be great in creating a thriving community</p>
<p>Leave our last remaining orchard alone. Put that house somewhere else.</p>
<p>Less hotels, more restaurants and places for people to gather as a community.</p>
<p>Let's be innovative. Let's be dramatic. Don't let's have a committee select art. 😊</p>
<p>Let's keep Sunnyvale safe and not overcrowd our city with so many tall buildings, as it takes away from the historical aspect. Help preserve the history of what made Sunnyvale...Sunnyvale!</p>
<p>Like the banners on El Camino and Wolfe that advertise events. More of these around the city would work well for me. Not going to actively seek information. It needs to come my way.</p>
<p>like to see a chalk art day every year</p>
<p>Look at participation projects to have kids/adults attempt hands on mural creation or subcomponents of a larger project. Look at allowing company site artwork to be donated to city and artwork to be replaced. Look at enlivening more utilitarian locations (benches, bike racks, fire hydrants, street utility equipment).</p>
<p>Looking forward to the new park in Sunnyvale at Fair Oaks! I enjoy going to the library for Storytime and I would love to see some public art on Sunnyvale by Murphy Park.</p>
<p>Love the arts but typically go to other towns to experience them.</p>
<p>Love the giant metal flowers by Target!</p>
<p>Love to live in Sunnyvale, but we need a space for shopping, dinner, o just for walk. Please finish the downtown.</p>
<p>Make sure it's art</p>
<p>Maybe a developer in Peery Park can fund a new mural at Bishop School as a community amenity.</p>
<p>Maybe have art installation that involves the local schools? (Somehow incorporating motion, sound, etc. other senses, solar panels, wind turbines??)</p>
<p>Median strips sound like a dangerously distracting place to put public art; for public safety, that</p>

sounds like a better place for greenery that soothes the eye.
more art exhibitions for Sunnyvale residents
More art. Lots of variety. Make a statement (not plop art). Be open to, and support, new ideas. Seek out local street art talent.
More bicyclist awareness needed, especially around schools. Maybe an art project related to safety around walking/biking to school.
More trees please
moving water is very attractive
Much of the public art in Sunnyvale is garish or whimsical. I prefer art which incorporates natural forms and colors or is well integrated into the buildings it enhances.
Much prefer traditional art (egg sculpture in front of library) to abstract art (red ribbon in front of LinkedIn bldg. - how much did that cost?)
Municipal art should be varied and diverse. And very, very frequent. Even in the street medians--
My 9-year-old would like to see more art, especially fun paintings, painting utility boxes and murals and interactive art
My favorite art in Sunnyvale are the bronze statues at the library - I love them. I can't think of other art in SV
My hometown of Rockford, IL had/has a temporary lighting display at the Nicholas Conservatory and Gardens that is very cool. Something like that would be very attractive, if Sunnyvale has an appropriate location for it.
My son's school's art teacher was looking for places to exhibit the student's artwork and was having difficulty finding places. It would be great to have a place for that. The piece she was looking to display was a huge piece that a lot of students participated in creating and was well-received by our school community.
Need more attractive programs at library. Check out and learn from what's offered at Northside!
Need more program in Sunnyvale library like summer reading May be there can be more adult classes for arts
Needs to attract a more diverse crowd. The music nights are all older
No need to be avant-garde or make political statements. Beautify and make interesting.
Nothing more as of now but thing should get more such information and survey to voice out our opinion.
Now that I have stopped the Mercury News I am unaware of any new happenings in Sunnyvale. Would be nice to know where the Sunnyvale Sun is available.
Offer choices to the people who pay taxes regarding art selections via newspaper, local channel to, and city office voting kiosks.
one of the thousands temporary mother of the Silicon Valley (married with and engineer)
Open more places for art developments
phone app would be good
please do not take political positions, it's getting old all around the state
Please don't throw away money on mass-produced 'public art' or on transitory events. Concerts in the theater, fine. Ethnic arts program in the theater would be fine. Classes in ethnic arts would also be good. There is no continuity in SV between concept and other facets of city planning.
Please have a group of people with varied backgrounds and art styles review the art. Let's not end up with another 'peeled apple skin' (e.g. LinkedIn building on Mathilda). Ugo. I guess those were

Apple's dollars to spend (hopefully not my tax dollars), but still.
Please keep public are expenditures as low as possible. The money would be better spent on DPS or transportation improvements. Perhaps public art could be funded with voluntary donations instead of compulsory taxes?
Please try to paint/cover electrical boxes w/ art from local artists displaying local history.
Please no art in parking garages. These are destined to become obsolete. And art in garages would further subsidize and encourage driving. Art in pedestrian areas, places where people gather Please art that emphasizes nature--our dependence on it, that we are one with it, the need to protect and nurture it
Please no art that makes loud noises.
Please remember how important beauty is. It is important to have things around us that are aesthetically pleasing. Ugly art and architecture breathes negativity and sadness. Thank you.
Please spend city budget wisely and carefully.
Please stay away from floral art. The flowers near target are not pleasant
Please stop building high density housing and leave us our parks and green spaces. I thought I'd retire here but with Kohl's turned into a five-story building, Stratford taking over Rayner Park, Full Circle Farm being forced to leave... my entire neighbor is planning a five-year exit plan.
Please, no more of the stupid red ribbon artwork in front of buildings (Mathilda Ave.). What a waste of money.
Please make Sunnyvale a chic and fun place for young family
Public art budgets are so low in Sunnyvale that they force the city almost exclusively to commission low-cost fabricated art.
Public art doesn't have to be pricey. Many small but very talented artists are willing to contribute to public art for very small stipends just to increase the artistic vibe of a community and showcase their art in a bigger way. Pricey art is usually boring art, too commercial and a put off. While large scale art pieces are awesome, they should be community sources and even collective sourced. Things that are truly the spirit of the neighborhood and not just some ugly modern monstrosity of boredom or technology.
Public art in Sunnyvale seems to be tied to redevelopment. The redevelopment of Sunnyvale has drastically changed the character of the City and many people are not on board with the new character that is being developed. Getting away from major pieces that seem like an add on to 'beautify' a Box where people work would be a better use of public art.
Public art should be displayed throughout the city, not just on the grounds of new office developments.
Public art should elicit a positive emotional statement that draws the viewer in i.e. joy, surprise, humor, beauty, curiosity, or how about 'a vale of sun'. It is also nice to have public art in outdoor areas where people gather together i.e. city plazas, main street, parks, city facilities.
Public outreach for local artists and local artist contests are good, but you need to make sure to advertise them well. I appreciate how you're reaching out to residents with this survey.
Public parks, not public art!!!
Public utility boxes etc. that are decorated make me smile. :) Art that means something to a place is more interesting to me (e.g. Trader Joes mural of historic Sunnyvale). I don't particularly like the giant red sculptures on corporate campuses, but I like the doors at Yahoo. I like art that is functional (like bike racks shaped like bikes, or painted like a snake). And art that people can interact with

<p>makes things fun.</p>
<p>Redwood City had marvelous programs this summer, featuring the Courthouse.</p>
<p>Regarding an earlier question - I learned about this survey through a flyer at the library. I generally don't read the newspaper, but my mom reads it and tells me of the local activities and events. I wish I could have attended the meetings earlier this week.</p>
<p>Restaurants seem to keep people coming to downtown. Love that downtown Walnut creek has benches and piped music and trees that are super pleasant to hang out at along the shops</p>
<p>Sculptures should be proportional to the space. The art by the pet store and 4 Seasons Market are woefully inadequate for the space and almost look out of place.</p>
<p>Seeing sculptures while walking or shopping on a commercial street makes the experience more memorable and enjoyable.</p>
<p>Skip the BIG, statement, corporate, art. Much rather see small, unexpected displays in unusual places.</p>
<p>Small and unexpected art is great.</p>
<p>spend wisely on something that is brilliant, attractive, unique and long lasting</p>
<p>stop wasting taxpayer money</p>
<p>Street flags like on El Camino in Redwood City create awareness of events (we used to live in San Carlos and moved To Sunnyvale, because our grandchildren live here.</p>
<p>Sunnyvale needs more areas where people want to congregate and part of that is creating more public art, combined with parks, natural spaces, and nearby cafes/eateries--places like that would generate a lot of buzz for the city. More art and writing classes for adults (at night for working adults) would be good.</p>
<p>Sunnyvale feels like a generic suburb. More public art could help establish its identity.</p>
<p>Sunnyvale has no identity. Public Art could be a way for Sunnyvale to be recognized and increase the pride in Sunnyvale.</p>
<p>Sunnyvale has the potential to be the next Silicon Valley hub. Please make that happen and reduce the extreme commutes for its citizens and Santa Clara county residents by making it attractive to investors and companies. Nowadays, office spaces are being demolished to construct houses and companies are moving further north or to the east. Let's stop this. Create good jobs for its residents else the city will be lost. Maybe you can provide incentives to companies who employ residents.</p>
<p>Sunnyvale is a beautiful place. Please keep it that way.</p>
<p>Sunnyvale is an incredible city. I am very proud to live here and be part of this community. As the population seems to boom here and new buildings spring up everywhere, I hope that Sunnyvale will keep true to its history and uniqueness. I greatly hope that our town will not be swallowed by development and the coldness of modern urban sprawl. I hope the city will limit development and that Sunnyvale will maintain its old-town feel preserving the old neighborhoods that have so much character and meaning. I hope that Sunnyvale will continue to be a place where all races, genders and religions can live happily together, celebrating and respecting one another. Thank you for making this survey</p>
<p>Sunnyvale is BORING as far as art. If there is any art, it's always around the library or elsewhere. SV has fantastic artists!!! You should celebrate them. It is difficult to be inspired in Silicon Valley and the tech world.</p>
<p>Sunnyvale is the largest city in this area after San Jose, and yet it acts like a slumber little town. I would like to see more of cultural activity, including, arts, lectures, music etc. I would like</p>

<p>organizations like California Theater Center, come back to life, I would like to have a more vibrant downtown area, like Castro street in Mountain View.</p>
<p>Sunnyvale is where our home is since three generations. We are raising our child for 9 years ago. The city is perfect for adults and young hi tech professionals - we have enough bars, stores and restaurants. However, we feel the need of more open space for children, especially near downtown. We are still sad about the closure of Border bookstore, where children use to read books and enjoy the iconic CJ Olson building. We are sad of the failure of Full Circle Farm as a nonprofit organization to manage the open space and low tech activities in this ultra-city. My child is missing the connection Sunnyvale as it used to be - when children roam around and played hide and seek through the orchards. The Sunnyvale library is a joke, children space is too cramped and it has no open space for children to unwind (we are learning from Mountain View, Cupertino, Palo Alto, Los Altos library). Our children are conditioned to have their nose on the iPad and that is sad situation. We grew up feeling the happiness as coming home dirty from real dirt - not from apps called 'dirt'. and we wish our children will have similar experience growing up in Sunnyvale today.</p>
<p>Sunnyvale need to bring rent control act. I know this request has no direct connection with 'art'. I am worried if rent will go up after all these city makeover project. Hope city will act seriously on it.</p>
<p>Sunnyvale needs major renovations. City planning has been poor.</p>
<p>Sunnyvale needs to find ways to foster the local art (and craft) community. Living here is extremely expensive and artists need help to make money else they are getting pushed out and Sunnyvale will have a tech 'monoculture'</p>
<p>Sunnyvale, like most of the surrounding towns, is very bland and not visually interesting. It's being taken over by the same type of architecture. Public art is one way to combat that. The two-piece sculpture at Mathilda and El Camino is just awful. It was brightened up years ago when some prankster put a huge band aid across the gap. Of course, the city took that down within the day. But that kind of unexpected and interesting thing is what Sunnyvale needs. Please no more statement pieces that an artist thinks is 'meaningful'.</p>
<p>Super excited to see City of Sunnyvale invest more into the Arts. Sincerely, very excited. I will share this survey w/my network.</p>
<p>Surveys without space for comments (even 'N/A' are frustrating. For instance, what IS 'Community Connect Newsletter'? (And when I did see something in the Merc, I wondered how much this survey and all is costing. Reasonable, I hope.)</p>
<p>Thank you for asking us for input!!! It's one of the ways that Sunnyvale is special.</p>
<p>Thank you for asking! I have noticed that our public art tends to have a similar flavor: brightly-painted metal, abstract. I love when our public art reflects something about the area around it, like the mosaics outside of Trader Joe's or the reading man in front of the library. I would love to see more mediums.</p>
<p>Thank you for incorporating art into our city.</p>
<p>Thank you for making Sunnyvale a better place.</p>
<p>Thank you for making the gesture of asking the residents for our input.</p>
<p>Thank you for the opportunity to complete this survey. FYI, I found the link to your online survey in the last paragraph of a news article on the second page of second section of the Tues Sept 5 edition of the Mercury News.</p>
<p>Thank you for this outreach. I read the Activity Guide to learn about the arts and Sunnyvale</p>
<p>Thank you for your interest in the arts!</p>
<p>Thank you!</p>

Thank you.
Thanks
Thanks for asking. Looking forward to the remodel.
Thanks for considering this.
Thanks for polling the community. The arts are crucial.
Thanks for sending out this survey
Thanks so much!
The agonizingly slow development of the town center has hurt Sunnyvale but provides a great opportunity to enhance the arts by incorporating them into the plan.
The banner at El Camino Real & Wolfe is not sufficient advertising for community events. I always see the banner after the event has passed. Facebook (events) would be so much better, and if that's already in place, promotion is pitiful.
The best piece of art the city ever placed was the reader with his book at the library. Children are immediately attracted to him.
The hoardings are a good way to spread the word after all we drive around in the city. Sunnyvale is a large city (IMHO). So, may be each neighborhood needs to have a downtown like setting where people can spend their weekends frolicking, eating, resting, and creating memories.
The library statue of man reading is best art we have. It draws every child to sit on it. Waves on LinkedIn/Apple buildings is pure nonsense and waste of money. Murphy Ave is dirty and no place to go. Art should be recognizable.
The mosaic obelisks at Trader Joe's are beautiful and delightful. Love the scale and the design.
The new downtown develop looks like a great opportunity for good things to happen. Can't wait to see it all completely out.
The occasional abstract squiggle or collection of interlocking rings is okay, but they're kind of generic and forgettable. Try to do at least some memorable stuff, like the giant thumb at La Defense in Paris or that weird doll girl on California Ave in Palo Alto.
The proposed city council chambers/library is an important example of Sunnyvale's artistic sensibilities so I think the new complex should be made in the shape of a giant cunt because after all the city council members are cunts.
The public art in front of office buildings seems like a waste. You never see anyone stopping and looking at them.
The single greatest asset the city has in the arts is Sunnyvale Community Players, who has been single-handedly keeping the performing arts alive in Sunnyvale for almost 50 years. Despite extraordinary limitations imposed by the city, SCP has been enhancing the culture of Sunnyvale for residents of all ages since 1969. After a near half-century of service to the community, SCP deserves a better deal and the ability to achieve its fullest potential by being allowed to install a show and keep it installed for the duration of a run, which is what every other theater company does. Instead of running the theater like a business, it needs to be the city service it was intended to be. This means the theater should serve the purpose of enhancing the culture of Sunnyvale. SCP is uniquely and now exclusively the only group left that can do this. They need your support in taking their productions to the highest level possible and this means fully installed productions that stay installed. Doing this will bring acclaim and recognition to Sunnyvale and will allow Sunnyvale to stand heads and shoulders above all others.
The SV Sun needs to be delivered to all homes and then have a cultural section. Rarely does the SV Sun delivery person leave a paper if there is a car in the driveway.

The technology industry is an important part of where we live. But it is essential that the arts, culture and creativity have a strong presence in our community as well to provide balance and inspiration.
There are a lot of new residents and young families in North Sunnyvale, getting downtown can be a burden at time and it would be great to see more facilities/installations across the city!
There are multiple small museums that should all be consolidated. The Historical Society agreed to join such a consortium, but quit as soon as they saw the opportunity for someone else to build them a building. The Hendy Iron Man Museum, the Lace Museum, the Moffett Field Museum all are very hard to visit and need a real home. Santa Clara has the Triton Museum; Sunnyvale should be embarrassed that we don't have anything like that.
There are no MOVIE HOUSES in Sunnyvale making this Art a total absence in Sunnyvale, CA. What Gives?
There are so many families in Sunnyvale that it is very isolating for single people. If the city could do some type of community building networking events with the big companies moving into the area like Linking, Google, Apple etc. so that people can meet and talk with each other. This is a very lonely place to live if you are not Indian (said very respectfully, I love the culture) and not in a family situation.
There is a lack of fine arts in Sunnyvale. We have a historical museum and do not need another venue to delve into the past unless it includes other cultures, such as earlier settlers such as native Americans, the very early pioneers to the valley.
There is better use of the city funding than on art! Fix the problems, stop building so much, create more dog friendly areas (gastro turf dog parks that can be used instead of the mud swamps the current parks frequently are). Santa Clara square has made significant progress in a short time whereas Sunnyvale downtown has just barely started fixing the condos. There are not enough updates on that status of downtown.
There is very little traditional art in the city.... Most people appreciate sculpture, mosaic, paintings that are more indicate than big slabs of rock or bended metal all 1 color
These are some projects and artists that I like: New York High Line, Patrick Dougherty, Ned Kahn
This is a terrific initiative! Very important to the quality of life and community spirit that positively impacts everyone!
This is worth spending time and money on to get it right.
This master plan for public art sounds like a waste. Would prefer taking care of or improving the parks we already have, or adding new parks with green space if there's money around to do something fun.
Thoughts about art: Ethnic and religious Diversity with Tolerance Drive safe and rights of pedestrians Every Adult is responsible for every community child Help keep the city clean,
To quote Fred Babb - Inner vision is the physician. Art is the prescription. Art heals.
Trees in public spaces are a nice idea too. Over time, redevelopment of Sunnyvale has removed many large and beautiful trees. Plant more trees in Sunnyvale.
Unless there are excess income to the city, art should not be funded by public money. I prefer the money to go to school to reduce the number of students or help low income people in the city.
Use all manner of word of mouth as well as media to get the word out that there are possibilities brewing for more art in Sunnyvale. I think that you should have a SIGN UP for artists and friends of art and culture to connect with each other to further brainstorm and support the City's efforts. Help people get involved.
Used to live in Sunnyvale. My town...

Very happy to hear there is thought going into this.
Walking around our neighborhood, we see an increasingly culturally diverse population. We wish there were events and an emphasis on our common experiences to help bring us together.
Water features are nice. Art in places that doesn't have traffic noise, so you can be around it and talk.
We are building too many apartment homes - these ugly up the area as we don't have the road infrastructure in place to host the amount of traffic this now invites.
We have a lot of ugly infrastructure that could do with better landscaping, design and sensitive artwork.
We love the man in front of the library because the kids can interact with it. And I remember interacting with that sculpture when I was a kid!
We need an adequate transit system!!! I forgot to mention one of my favorite places, the senior center for exercise and book club!
We need art that reflects our diversity. We need to renovate our city offices and bring them up to date. We need more than one quaint street where there's some liveliness.
We would rather see budget increased in support of and for the work environment for the fine men and women in the Sunnyvale DPS that make the city safe and secure for ALL of us. Just because they are out of sight, out of mind, does not mean that they should be low on the budgeting allocation priority.
We're glad we're in Sunnyvale!
What happened to the whimsical metal sculpture that stood on the old AMD property on De Guigne Drive for many years? It disappeared when The Vale began construction. I hope it has not been melted down as scrap!
When I travel I often visit the cities are museum or public arts program. I don't want my city to have an arts program that is 'cheap looking' with pieces that look like decorations. I would like a well thought out program of art in public places.
Why didn't you put the gender responses in alphabetical order? Why does Male come first, before Female (out of alphabetical order)? It's 2017 and that is unnecessary. And there aren't numerically more males than females to a large degree, so this shows a preference for males.
Will you be making your findings available to us?
With all of office building development around here, please don't lose sight of the kids that are growing up in Sunnyvale. Art in Sunnyvale should be beautiful and lasting, not office-park industrial.
Would like to see mini parklets with a small play area (swings, slides, sandpit), benches under shade trees, water fountain, and art from local artists, scattered throughout the city.
Yes, I like more traditional but also appreciate the new. I would prefer traditional but would also appreciate a balance of old and new. We need to be proud and understand our local history. Most newcomers appear to know more about the technology and the nouveau. Thank you.
Yes. I am also like to know about the Master Plan of Down town Sunnyvale, the building is in the heart of Sunnyvale, but it looks the area is NOT interactive with Sunnyvale.



ORDINANCE NO. _____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SUNNYVALE TO AMEND CHAPTER 19.52 (ART IN PRIVATE DEVELOPMENT) OF TITLE 19 (ZONING) OF THE SUNNYVALE MUNICIPAL CODE RELATING TO PUBLIC ART REQUIREMENTS FOR DEVELOPMENT

WHEREAS, the City of Sunnyvale completed a master plan for public art (the “Public Art Master Plan). The Public Art Master Plan found that many private development projects spend more than one percent of the value of the project on public art, and consequently recommended, among other provisions, amending Chapter 19.52 of the Sunnyvale Municipal Code Chapter related to the City’s public art requirements for private development to increase the percentage for art from 1% of the project value to 1.5% of the project value; and

WHEREAS, the Public Arts Commission held a hearing on September ____, 2020, and recommended that the City Council approve the proposed amendments to the City’s Art in Private Development requirements; and

WHEREAS, the Planning Commission held a hearing on ____, 2020, and recommended that the City Council approve the proposed amendments to the City’s Art in Private Development requirements; and

WHEREAS, the City of Sunnyvale therefore desires to amend certain sections of Chapter 19.52 of the Sunnyvale Municipal Code to implement the Public Art Master Plan recommendation and make minor clarifying changes.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SUNNYVALE DOES ORDAIN AS FOLLOWS:

SECTION 1. Chapter 19.52 AMENDED. Chapter 19.52 (Art in Private Development) of Title 19 (Zoning) of the Sunnyvale Municipal Code is hereby amended to read as follows:

19.52.010. Findings and purpose. [Text Unchanged]

19.52.020. Applicability. [Text Unchanged]

19.52.030. Art requirement.

(a) Provision of Art. Projects shall provide publicly visible art on-site that is equal in value to ~~one percent~~ one and one-half percent (1.5%) of the project construction valuation.

(b) [Text Unchanged]

(c) [Text Unchanged]

(d) Art Valuation Remainders. In some instances the cost of artwork may not

equate precisely to ~~one percent one- and one-half percent (1.5%)~~ of the construction valuation. If the developer does not spend the entire ~~one percent one- and one-half percent (1.5%)~~ on public art, then the remaining amount shall be contributed to the public arts fund.

(e) [Text Unchanged]

19.52.040. Standards for art. [Text Unchanged]

19.52.050. Art permit. [Text Unchanged]

19.52.060. Master art permit. [Text Unchanged]

19.52.070. Installation and maintenance requirements.

(a) [Text Unchanged]

(b) [Text Unchanged]

(c) [Text Unchanged]

(d) Plaque Required. Each piece of art shall provide an appropriate identification plaque or monument measuring at least eight inches by eight inches. The plaque shall be made of cast metal and be placed near the art piece. Information ~~is limited to~~ must include the date, title and artist. The requirement of this section may be waived if determined in a particular circumstance to be inconsistent with the intent of this chapter.

(e) [Text Unchanged]

(f) [Text Unchanged]

19.52.080. Establishment of the arts funds. [Text Unchanged]

SECTION 2. CEQA - EXEMPTION. The City Council finds, pursuant to Title 14 of the California Code of Regulations, Section 15061(b)(3), that this ordinance is exempt from the requirements of the California Environmental Quality Act (CEQA) in that it is not a Project which has the potential for causing a significant effect on the environment.

SECTION 3. CONSTITUTIONALITY; SEVERABILITY. If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be invalid, such decision or decisions shall not affect the validity of the remaining portions of this ordinance. The City Council hereby declares that it would have passed this ordinance, and each section, subsection, sentence, clause and phrase thereof irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared invalid.

SECTION 4. EFFECTIVE DATE. This ordinance shall be in full force and effect thirty (30) days from and after the date of its adoption.

SECTION 5. POSTING AND PUBLICATION. The City Clerk is directed to cause copies of this ordinance to be posted in three (3) prominent places in the City of Sunnyvale and to cause publication once in The Sun, the official publication of legal notices of the City of Sunnyvale, of a notice setting forth the date of adoption, the title of this ordinance, and a list of places where copies of this ordinance are posted, within fifteen (15) days after adoption of this ordinance.

Introduced at a regular meeting of the City Council held on _____, and adopted as an ordinance of the City of Sunnyvale at a regular meeting of the City Council held on _____, by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:
RECUSAL:

ATTEST:

APPROVED:

City Clerk
Date of Attestation: _____

Mayor

(SEAL)

APPROVED AS TO FORM:

City Attorney

COUNCIL POLICY MANUAL

Policy 6.4.4 Art in Public Places

POLICY PURPOSE

The purpose of this policy is to ensure uniform guidelines and procedures for the inclusion of publicly accessible art on public properties, and to establish uniformity between the requirement for art in municipal construction projects with the requirement for art in private development projects. Additionally, this policy will also provide uniform procedures and guidelines for the permanent removal or deaccession of a city-owned public art piece.

POLICY STATEMENT

In 2002, the City Council reviewed the status, intent and effectiveness of public art policy in Sunnyvale and approved a policy to require art in public construction projects under certain circumstances.

In 2012, the Council again reviewed the effectiveness of existing public art policy and voted to amend the current policies to include a deaccessioning policy for the City's Permanent Art Collection, as well as to further define project eligibility for subsidies from the City's Public Art Fund.

DEFINITIONS

1. Art: The conscious use of skill and creative imagination in the production of aesthetic objects.
2. Public Art: Artwork that is publicly accessible and that allows an unobstructed view of the artwork. The artwork can be located on either public properties or private properties.
3. Public Areas: Any public gathering place including, but not limited to; public plazas, the library, parks and park buildings, police and fire stations, community, neighborhood and senior centers, public transportation centers, and civic centers.
4. Publicly Funded Projects: All construction funded by public or taxpayer funds.
5. Public Art Fund: A fund established to create community art projects or to purchase artwork for installation on the interior or exterior of public buildings, or other such public property, such as parks, the grounds of public facilities, or community gateways. The Public Art Fund is administered by the Department of Library and Community Services and receives funding through in-lieu fees for art. Public Art Funds may be used to support eligible projects:
 - A. Create community art projects for installation on public property.
 - B. Install public art on public property such as parks or the grounds of public facilities such as the Community Center and Civic Center.
 - C. Install public art in the interior of public buildings that are deemed to be areas of concentrated public activity such as the lobbies and public areas of the Library, City Hall buildings and Community Center buildings.

COUNCIL POLICY MANUAL

- D. Install public art at City gateways and focal points or other high profile locations identified in the Master Plan for Public Art.
 - E. Install temporary or rotating art exhibits on public property.
 - F. Subsidize public art projects required through municipal construction projects and located on public property.
6. Project Valuation: The City's building permit valuation formula as set forth in Title 16 of the Municipal Code will be used as the basis for calculating the required expenditure for public art. The formula is based on the building standards published by the International Conference of Building Officials. In the case of park and open space projects, the one percent (1%) requirement will be calculated based on the total project budget, excluding administrative costs.
7. Required Expenditure Valuation: When determining whether or not the 1% required expenditure has been met, the following costs can be included:
- A. The purchase price of the artwork
 - B. Art consultant fees
 - C. Travel costs for the artist
 - D. Transportation of the artwork to the site
 - E. Installation of the artwork
 - F. Site preparation costs directly associated with installation of the artwork
 - G. Landscaping that is integral to the artwork
 - H. Pedestals or display costs
 - I. Lighting for the artwork and utility fees associated with installation and/or operation of the artwork
 - J. Identification plaque
- Ineligible costs include:
- A. Land acquisition
 - B. Site preparation
 - C. Architect fees
 - D. Fees associated with dedication ceremonies, publicity, or educational components
 - E. Maintenance fees and repairs
8. Public Art Collection: The collection of artwork either donated to the City, or purchased through public funds, which is owned and maintained, in trust for the public, by the City of Sunnyvale.
9. Deaccession: The process to permanently remove an artwork from the City's Public Art Collection.
10. Disposal: Any method used to transfer ownership of the deaccessioned piece to another entity, either through sale, donation, trade or destruction.

COUNCIL POLICY MANUAL

11. Conservation: The broad concept of care necessary to maintain an artwork in good condition.
12. Preservation: Actions taken to prevent deterioration of damage in artworks.
13. Restoration: The treatment of deteriorated or damaged artwork to approximate as nearly as possible its original (or artist-intended) form, design, color and function.

ART IN MUNICIPAL CONSTRUCTION PROJECTS

Eligible municipal construction projects are required to integrate public art. The artwork shall be located in publicly visible areas either inside a public building or on public property. The artwork shall be valued at an amount equal to 1% of the project valuation within a variance of ten percent.

PROJECT ELIGIBILITY

Eligible Projects:

- A. All aboveground publicly funded buildings or public open space projects within City jurisdiction with a construction valuation of \$1,000,000 or more. This includes the development or renovation of all public facilities, as well as; parks, street medians, City gateways, public plazas and any other locations identified in the Master Plan for Public Art developed in accordance with Council direction.
- B. All construction or renovation projects of \$100,000 or more in facilities such as:
 - Sunnyvale Community Center
 - Sunnyvale Civic Center complex including Library and Public Safety Building
 - Fire Stations
 - Columbia Neighborhood Center
 - Neighborhood Park Buildings
 - Water Pollution Control Plant and SMART Station
 - Focal points and gateways into the community
 - Any future City buildings that are comparable in nature

Exempt Projects: All underground projects, utility (including water) projects, streets and sidewalks, trees and landscaping, utility relocation, seismic upgrades, mechanical and electrical work, traffic improvements (such as traffic lights, crosswalks and traffic calming measures), and construction due to fire or other natural calamities.

ASSIGNMENT OF RESPONSIBILITIES

The Director of Public Works and the Director of Library and Community Services, or their designees shall be responsible for identifying municipal construction and renovation projects that meet the conditions of this policy and will be required to provide public art.

COUNCIL POLICY MANUAL

The Director of Library and Community Services, or his/her designee shall be responsible for initiating public art projects that are not required through municipal construction, but that have been designated as eligible for funding from the Public Art Fund, in accordance with the City's approved Master Plan for Art.

1. Review Process for Art in Public Places:

A. Project review Committee: This committee will coordinate the public art component of an eligible municipal construction project, and shall consist of staff from the Departments of Public Works, Library and Community Services, and Community Development, as appropriate.

B. Location and Artwork Review: Possible locations for the artwork and the type of artwork to be considered for the project shall be identified with input from the Project Review Committee, the Sunnyvale Arts Commission, pertinent city staff, interested citizens and project architects. Based upon this information, proposals will be solicited from qualified artists.

C. Short List of Artists: The Project Review Committee will be responsible for reviewing all art proposals and/or qualifications of artist applications. A short list of 2-5 artists and/or proposals will be established by the Committee. The short list shall have a minimum of two artists and/or proposals for consideration.

2. Approval Process:

A. Report to Council (RTC): A draft RTC outlining the project and the short list of artists will be forwarded to the Arts Commission for review and recommendation prior to going to City Council for action.

B. Council Approval: Following Council approval of a specific art proposal, the Director of Library and Community Services, or the Director's designee(s), shall be responsible for coordinating the integration of the public artwork into the municipal construction project.

3. In-Lieu Fee Alternative:

A. The in-lieu fee alternative available to private developers applies to public construction projects at the discretion of the Director of Public Works.

B. If the in-lieu option is exercised, the funds will be placed in the Public Art Fund for acquisition and installation of art on public property or in public buildings at a later date.

PERMANENT ART COLLECTION

Artwork approved for purchase or commission by the City Council shall become part of the City's Permanent Art Collection. All artwork in the collection will be documented in the City's Public Art Inventory and identified with a metal plaque. Oversight and maintenance of the Public Art Collection is the responsibility of the Department of Library and Community Services.

DE-ACCESSIONING PLAN

COUNCIL POLICY MANUAL

Artworks in the City’s Public Art Collection are meant to remain on public display. However, circumstances may deem it necessary to permanently remove works of art from the City’s Public Art Collection.

1. Eligible Circumstances for De-accessioning:

- A. Security: The security or continued good condition of an artwork cannot be reasonably guaranteed in its current location. Arts staff will attempt to relocate any artwork deemed at risk for security purposes; but in the event a suitable, secure location cannot be found, the item may be de-accessioned from the collection.
- B. Public Safety: The artwork is a danger to the general public because it is naturally deteriorating, or it has been altered through vandalism, unforeseen man-made circumstances or a natural disaster.
- C. Inauthentic: The artwork is discovered to be inauthentic or fraudulent.
- D. Stolen Art: The artwork is discovered to be stolen, and therefore, is returned to its legal owner.
- E. Theft: The artwork is illegally removed from its place of public display and cannot be located.
- F. Damage Beyond Repair: The artwork has been severely damaged and deemed “beyond repair” by a professional art conservationist, or the artist, and it cannot be restored to the artist’s original intended condition for a price less than is considered prohibitive.
- G. Change in the Public Art Collection’s Mission: The artwork no longer meets the mission of the Public Art Collection due to a formal change in the Collection’s Mission Statement.
- H. Loss of Site (Site Alteration or Sale of Site): The artwork can no longer reside in its original location because the original location is altered due to construction, a change of site usage, or sale of the site. Arts staff will attempt to relocate the artwork to a suitable site; however, lack of a suitable site, either now or in the foreseeable future, or if there is not suitable storage until a site in the foreseeable future is available, could merit deaccessioning.

For site-specific artwork, or permanently-affixed artwork, deaccessioning may be warranted without any attempt to relocate the artwork. It is deemed that the artwork cannot be moved without causing irreparable damage or the cost of relocating the artwork is considered prohibitive.

- I. Temporary Acquisition: The artwork is intended to be a temporary display and the City’s obligation to display the artwork is complete.
- J. Excessive Representation: The artwork is deemed as duplicative or excessive in representation of work of that type or of that artist.
- K. Aesthetic Value: The artwork has not withstood the test of time and has been professionally determined to lack aesthetic value to justify its continued upkeep and/or storage.
- L. Content: Once the Artwork has been accessioned into the City’s Public Art Collection, it may not be de-accessioned solely on the basis of content or personal preference of any staff member, commission or board member, or member of the public.

2. Assignment of De-accessioning Responsibilities:

COUNCIL POLICY MANUAL

- A. No city department shall remove any work of art from the site for which it was selected, nor remove it from display, without prior consent of the Director of Library and Community Services, or the Director's designees(s).
- B. The Director of Library and Community Services, or the Director's designee(s), is responsible for determining whether or not the artwork meets any of the above criteria for removal or de-accessioning.
- C. The Director of Library and Community Services, or the Director's designee(s), shall be responsible for oversight of the de-accessioning process.
- D. The Director of Library and Community Services, or the Director's designee(s), shall make every effort to contact the artist of the artwork recommended for de-accession, or the artist's heirs, using current contact information. The artist, or the artist's heirs, shall be given the opportunity to purchase the artwork, or its parts, before the disposal or destruction of the artwork.
- E. The Director of Library and Community Services, or the Director's designee(s), shall determine the purchase price of a de-accessioned artwork, based on current market value.
- F. In the event that the de-accessioned artwork is sold, the Department of Library and Community Services will deposit the proceeds of such sale into the Public Art Fund of the City.
- G. In the event that the de-accessioned artwork is sold or donated, the removal of the artwork from city property shall be the responsibility of the purchaser or recipient of the donation and shall be of no cost to the City.
- H. De-accessioning and disposal of an artwork must be conducted publicly and formally with adequate documentation. It must also comply with all applicable local, state and federal laws.
- I. No current, or former, member of the Art Commission, City Council or City staff member shall be allowed to bid and/or purchase a de-accessioned artwork.
- J. A permanent record of the artwork's inclusion in the City's Public Art Collection, and reasons for its removal, shall be maintained in a Public Art Collection database by the Department of Library and Community Services.

3. Process for De-accessioning Artwork:

- A. If an artwork is subject to any of the above conditions and deemed eligible for de-accessioning, the Arts staff will prepare a report for review and evaluation by the City's Arts Commission, which will prepare a formal recommendation to the City Council for action on the de-accession.
- B. The Staff Report shall include:
 - a) Reasons for the suggested de-accession
 - b) Original accession method(s) and cost of artwork
 - c) Estimated current market value of the artwork
 - d) Proposed de-accession method(s) and cost for each proposed method, including the sale price if applicable
 - e) When appropriate, photo documentation of the site conditions and/or current condition of the artwork in question
 - f) Official Police Report (if applicable)

COUNCIL POLICY MANUAL

(Adopted: RTC 02-136 (5/7/2002); Updated for accuracy (10/28/09); Amended: RTC 12-187 (8/14/2012); Clerical update (9/30/14); Clerical update (12/3/14))

Lead Department: Department of Library and Community Services