



Sunnyvale

Master Plan for Public Art

City of Sunnyvale
Council Meeting, October 27, 2020



Presentation Overview

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



Sunnyvale Public Art Program

Established in 1983



Art in Public Places

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



Art in Private Development

- 84 pieces commissioned
- 1% of project construction valuation
- Art on site or in-lieu (in-lieu 1.1%)



Public Art Fund

- Current balance approx. \$500,000
- Public Art Funds are limited to creation of physical artwork in public spaces



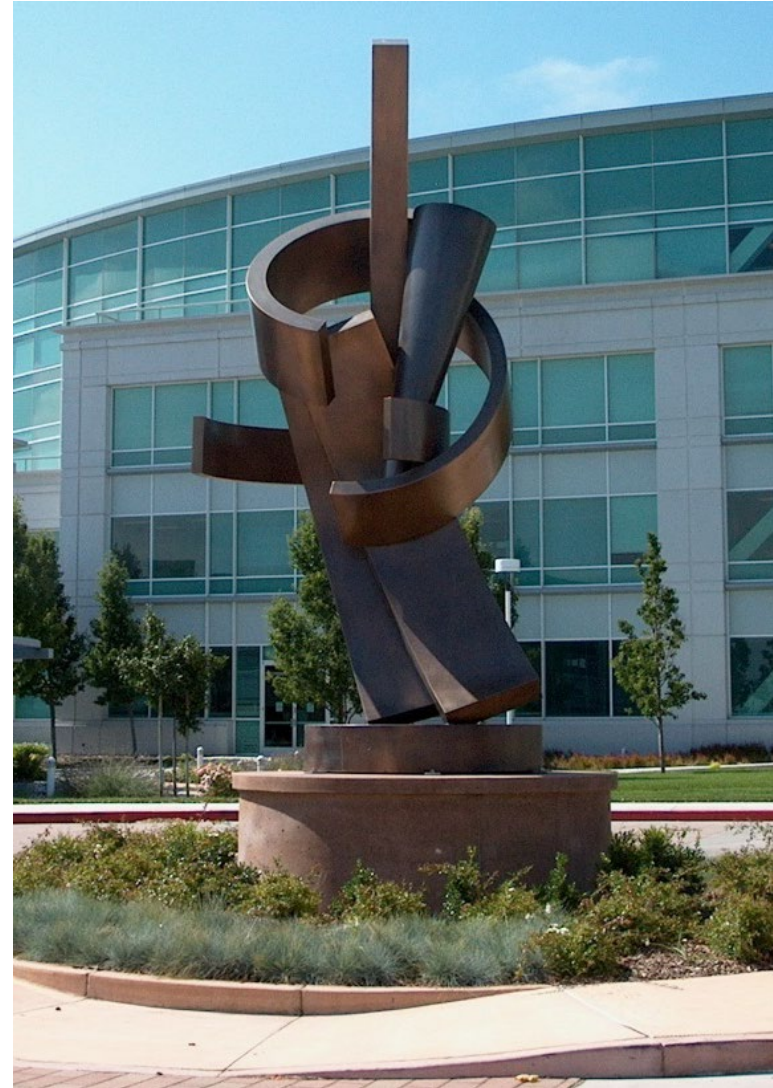
Master Plan for Public Art

- Provide options to
 - ◆ Broaden the scope of public art programs
 - ◆ Address community vision and aspirations
 - ◆ Formalize a process for spending the Public Art Fund



Master Plan Process

- RFP and community engagement in late 2016-2017
- Council Study Sessions in June 2019 and August 2020
- Arts Commission September 2020
- Planning Commission September 2020
- Report to Council October 2020



Master Plan Objectives

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

Implementation Options

1. Maintain current Art in Private Development in-lieu fees and General Fund contribution
 - ◆ Continues current activity level
 - ◆ Formalizes the process for spending the Public Art Fund balance



Implementation Options

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

- ◆ Provide for additional activities by increasing the incentive for developers to select the in-lieu Art in Private Development option by either:
 - a. Increasing the art requirement percentage to 1.5% while maintaining the current in-lieu fee of 1.1% or
 - b. Maintaining the current art requirement percentage of 1% while lowering the in-lieu fee option to 0.75%



Implementation Options

3. Expand Public Art through General Fund Service Level Setaside contribution
 - ◆ Option 1 plus General Fund Service Level Setaside
4. Expand Public Art through increased Art in Private Development in lieu fees and increased General Fund Service Level Setaside
 - ◆ Options 1 through 3



Study Session Results

- Council Study Session – August 25, 2020
- Arts Commission Meeting – September 16, 2020
- Planning Commission Meeting – September 28, 2020

Recommendation

- 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.