

Master Plan for Public Art

City of Sunnyvale Council Meeting, November 10, 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

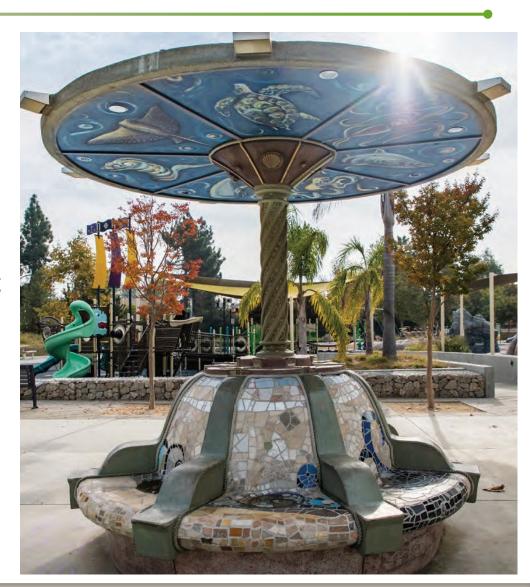
- 84 pieces commissioned
- 1% of project construction valuation
- Art on site or in-lieu (in-lieu 1.1%)





### **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 November 2020



### Master Plan Objectives

- 1. Broaden the scope of public art programs.
- 2. Enhance the management of public art programs.
- 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.
- 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

- 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 inlieu fee option to 0.75%



# Implementation Options

- Expand Public Art through General Fund Service Level Setaside contribution
  - Option 1 plus General Fund Service Level Setaside
- 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.