



# **Art in Sunnyvale: Winter holidays**

## ***Draft for discussion***

City of Sunnyvale - Arts Commission meeting

June 16, 2021



Sunnyvale

# Acknowledgements

Thank you to the Sunnyvale neighborhood leaders and residents who contributed to this proposal:

- Arts Commission Vice Chair, Sue Serrone
- Jen DeLara
- Valeriya Kozak
- Frankie Callahan
- Chris Sosa
- Ali Tsang
- Alma Cortez Corea

Thank you also to Jason Minsky, Executive Director of Christmas in the Park, for providing guidance based on lessons learned in San Jose.

# Background

- Sunnyvale residents created holiday light arches in downtown Sunnyvale for the 2020 holiday season.
- Feedback from the community was very positive, especially due to the stresses from covid.
- Neighborhood groups plan to light up longer stretches of McKinley Ave, Sunnyvale Ave and California Ave in 2021.

nextdoor



One of the most popular posts on nextdoor during the 2020 holidays



Light arches on N Sunnyvale Ave  
(Led by resident Jen DeLara)



Light arches on E McKinley Ave  
(Led by residents Tom & Molly Kuhn)



Light arches along all of Oak Court,  
off of California Ave  
(Led by resident Ali Tsang)



# Inspiration from nearby cities

We would like to make the 2021 holidays even more festive, and are inspired by nearby cities' partnership with the community. Examples:

- San Jose: [Christmas in the Park](#). A tradition since the 1980's
- Los Altos: [Festival of Lights parade](#)
- Burlingame: [Holiday parade](#)
- Redwood City: [Hometown Holidays](#)



Right (top and center):  
Festival of Lights  
in Los Altos.

Bottom: San Jose  
Christmas in the Park.

# Original concept for Sunnyvale (We've decided to pursue other concepts since)

- The original concept was to deck up Redwood Square, beside Macy's.
- After estimating the budget and logistics required to implement this concept, we are no longer pursuing this concept for 2021.
- We can revisit this concept in 2022, based on the community's feedback.





# 3 resident-led proposals, in downtown Sunnyvale

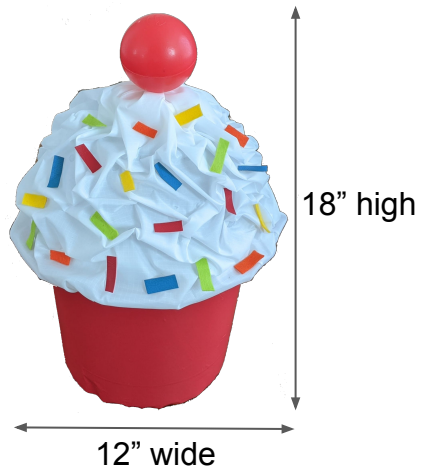
We have three proposals for the 2021 winter holidays, to be led by Sunnyvale residents, in partnership with the City of Sunnyvale.

1. Sunnyvale Ave: Cupcakes and candy canes.
2. Location TBD: Sunnyvale Gingerbread village.
3. Washington Ave: Light arches and solar lights on the big tree.

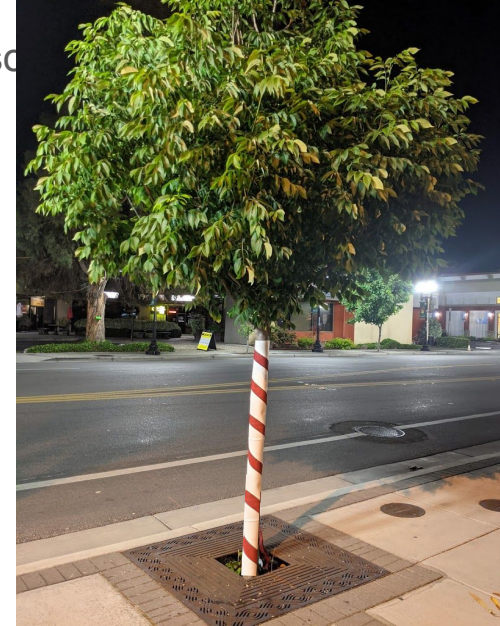


# Proposal 1: Cupcakes & candy canes on Sunnyvale Ave

Place cupcake sculptures between the bushes.



Wrap the trees and lamp posts so they look like candy canes.





# Proposal 1: Cupcakes & candy canes on Sunnyvale Ave

## When

- Month of December 2021

## Where

- West side of Sunnyvale Ave, from Washington Ave to Evelyn Ave.
- This street is well lit. The dirt ground between the bushes is not irrigated, and is mostly level.

## Community participation

- We shall invite the community to create up to 40 cupcakes and 20 candy canes, by hosting workshops and providing instructions.
- For variety, we can also do a mix of cupcakes, gumdrops, lollipops and candy canes.

## Set up and take down

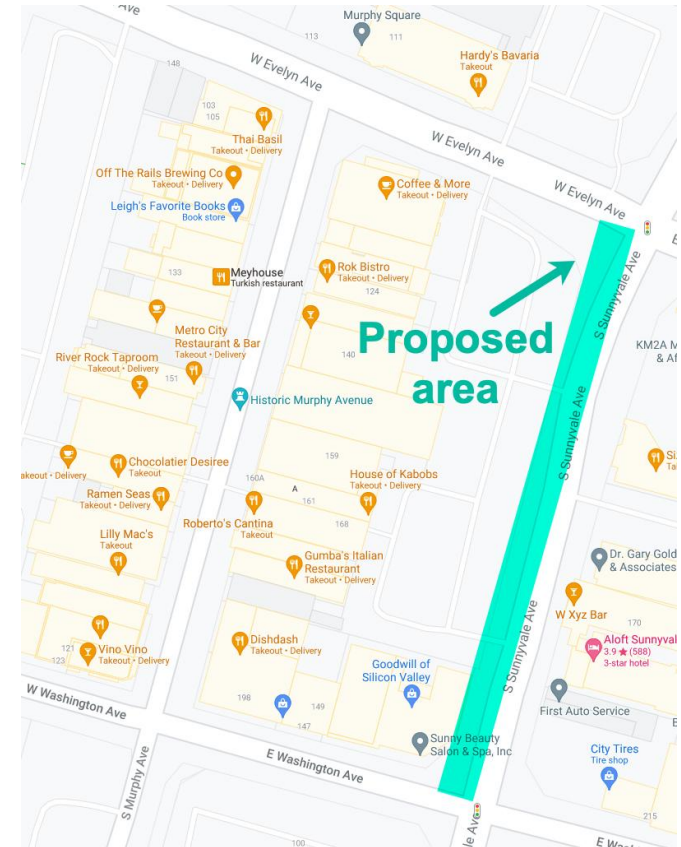
- We can invite community volunteers to set up and take down. The decor can be returned to the volunteers who made them after the display period, so that storage will not be required.

## Safety

- In order to prevent theft of the cupcakes, [cable locks](#) shall be used to tie the cupcakes to adjacent trees and sign posts. Cables shall be covered using [cord covers](#), to prevent tripping hazards.

## Partnership requested with the City of Sunnyvale

- Permission to use the space as described.
- Assistance with set up and take down.





## Proposal 2: Sunnyvale Gingerbread village

- Invite the community to build a Sunnyvale Gingerbread village.
- Unveil it at the Sunnyvale Holiday Tree Lighting event.
- Display it somewhere viewable by the public, e.g. Sunnyvale library, Murphy Ave, or somewhere else.



*Reference: Gingerbread Lane in Queens, New York*

# Proposal 2: Sunnyvale Gingerbread Village

## When

- Month of December 2021

## Where

- Location TBD

## Community participation

- We shall invite the community to create the gingerbread houses for display in the Sunnyvale Gingerbread Village.

## Set up and take down

- We can invite community volunteers to set up and take down. The Gingerbread village can be composted after the display period.

## Partnership requested with the City of Sunnyvale

- Identify a space for the Sunnyvale Gingerbread Village that is viewable by the public.
- Assistance with set up and take down.



# Proposal 3: Lights on Washington Ave

Install arches to make a light tunnel on Washington Ave



*Mockup of light arches on the south side of Washington Ave*



*Reference: Light arches on E McKinley Ave in Sunnyvale in 2020.*

Install solar lights on big tree at Murphy Ave



*Mockup of solar lanterns on the tree*



*Reference: Solar lanterns at a Sunnyvale resident's house, on Southwood Ave.*

# Proposal 3: Lights on Washington Ave

## When

- Month of December 2021.

## Where

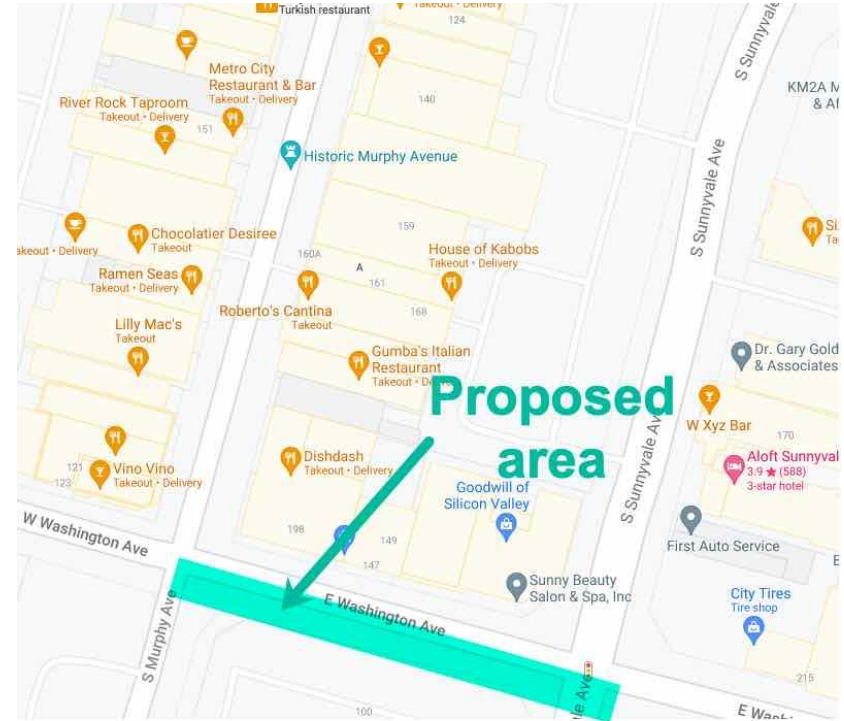
- South side of Washington Ave, from Sunnyvale Ave to Murphy Ave.

## Community participation

- For the solar lanterns, we can invite the community to deck up the lanterns so they look like giant ornaments. (Reference: [video](#))

## Partnership requested with the City of Sunnyvale

- Permission to use the space as described.
- Provide electricity.
- Installation of the light arches and solar lights on the big tree, e.g. using a Genie lift.
- We will also seek to partner with CityLine / Sares Regis as appropriate.





# Budget & Funding

## Budget

- Proposal 1: Cupcakes @ \$25 each + \$20 each to secure with locks. Candy canes @ \$10 each.
- Proposal 2: Minimal (assuming that residents create gingerbread houses at their expense).
- Proposal 3: Arches @ \$20 each. Solar lanterns @ \$12 each

If the proposals are approved, we will seek funding through donations from residents and local organizations. Any funding that the City of Sunnyvale can provide would be greatly appreciated.

# Next steps

- Update proposal, based on feedback from City staff, Arts Commissioners and other stakeholders.
- Revert with implementation details, such as:
  - Solicit funding and sponsorship from local organizations.
  - Engage volunteers from the community to make cupcakes and gingerbread houses (e.g. residents, school groups, neighborhood groups, local clubs).
  - Plans for setting up, tearing down, and storage.





# Appendix



# Reasons for deferring original concept @ Redwood Square

- The original concept was to deck up Redwood Square (beside Macy's) for 6 weeks, from Thanksgiving to New Year's. Mockup below.
- We consulted with Jason Minsky, Executive Director of San Jose's Christmas in the Park since 2012. Here are some recommendations, based on learnings in San Jose:
  - Hire Security personnel to prevent theft.
  - Stop grass irrigation during the display period.
  - Potentially re-plant grass after removing the displays.
- While sensible, these recommendations would require a sizable budget and deeper collaboration with CityLine. Let's start with simpler concepts in 2021, and expand in 2022+ based on the community's feedback.



*Original concept in Sunnyvale's Redwood Square, which we are no longer pursuing*



# How to make the cupcakes (suggested method)



3 gallon pot (for plants). The holes at the bottom of the pot will be used to loop the security cables through.



Plastic dome lid. For public display, we shall use a dome made of a sturdier grade of plastic.



Glue fabric to cover the pot. Use waterproof, mold resistant fabric like [Ottertex marine vinyl](#).



Glue fabric to cover the dome. Use [waterproof ripstop fabric](#), which is used for making camping tents.