



# City of Sunnyvale

## Agenda Item-No Attachments (PDF)

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### REPORT TO COUNCIL

#### SUBJECT

Review and Selection of the Murphy Park Public Art Project

#### BACKGROUND

In 2013-14, the Murphy Park building was renovated, including improvements to the restrooms, flooring, rooftop HVAC units, kitchen facilities, window coverings, storage spaces and the addition of a preschool space. The \$1.3 million project was subject to the Art in Public Places (AIPP) requirement, and \$13,000 was allocated in the project budget for a public art component.

A Project Review Committee was established to coordinate the public art component and identify possible types of art and locations for the art. The seven-member Project Review Committee consisted of representatives from the Department of Library and Community Services, the Department of Public Works and a representative from one of the park's user groups, the Sunnyvale Lawn Bowls Club.

Based on the available art budget, current park uses and public visibility of the possible locations, the committee determined that the artwork would be a 2- or 3-dimensional wall piece, such as a mural or wall sculpture, located on one or all of the large walls facing Sunnyvale Avenue, on the western side of the park building (Attachment 1).

After identifying the best location for the artwork, artistic qualifications were solicited from Northern California artists through a Request for Qualifications (RFQ) process. Eighteen artists applied for the commission and the Project Review Committee reviewed the artistic style, originality and professional experience of each of the eighteen artists. The committee selected a short-list of four artists and invited them to develop a design proposal specific to the park and its "Early California" theme.

This report contains the details for three of the four final design proposals. The fourth proposal was disqualified from the competition after it was discovered that the artist did not meet the eligibility requirement of residing in Northern California. This report presents Council with the opportunity to review and select the final public art design for the Murphy Park building.

There is no staff recommendation for this project, as each of the proposals includes colorful, engaging and appropriate imagery. All of the proposals will be durable, treated with a graffiti-resistant clear coat or sealant and require a minimal amount of maintenance each year. Each of the artists is an established, professional artist with previous public art experience.

The three eligible artists presented their design at the Arts Commission meeting on March 18, 2015 (Attachment 2). The Arts Commission ranked the proposals, by a vote of 3 to 1, in the following order of preferred choice:

First Choice: Proposal #2 by artist Peter Hazel  
Second Choice: Proposal #3 by artist Vickie Jo Sowell  
Third Choice: Proposal #1 by artist Pamela Anderson

The Commission recommends, by a vote of 3 to 1, that Council approve Alternative 4 - Select proposal #2 by Peter Hazel and select Scene #2 (Railroad Train) with the following conditions of approval: include reducing the scale of the railroad train; adding orchard imagery on the background to the right of the train; include an opportunity for Sunnyvale children to help with glazing the ceramic tiles; and make both panels of the mural a minimum of five feet tall.

## **EXISTING POLICY**

### **General Plan, Community Character - Design**

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

**Policy CC-1.4** Support measures which enhance the identity of special districts and residential neighborhoods to create more variety in the physical environment.

**Council Policy 6.4.1, Arts - Goals and Policies**, Goal E: Create an aesthetically pleasing environment for Sunnyvale through use of functional and decorative art.

**Council Policy 6.4.4**, Art in Public Places, requires certain above ground municipal renovation projects to integrate public art equal in value to one percent of the project valuation.

## **ENVIRONMENTAL REVIEW**

The selection of the Murphy Avenue Public Art Project does not require environmental review because it can be seen with certainty that it does not have a potential to cause a significant impact on the environment. (CEQA Guideline 15061(b)(3))

## **DISCUSSION**

**Proposal #1** was submitted by Fairfield artist Pamela Anderson (Attachment 3). Ms. Anderson has developed a four-panel mural, titled "From There to Here." Ms. Anderson intends to paint the four panels in her studio on plywood panels using acrylic paint and bolt the panels to the building's exterior. She will also paint directly onto the building.

**Proposal #2** was submitted by Peter Hazel of Kings Beach (Attachment 4). Mr. Hazel is proposing two large ceramic murals, each made up of a combination of handmade bas-relief tiles and smaller mosaic tiles. The ceramic pieces will be bonded to a backing and grouted with waterproof and stain-resistant epoxy grout. The edges of the murals will be bordered with a polished aluminum frame.

**Proposal #3** was submitted by Emeryville sculptor, Vickie Jo Sowell (Attachment 5). Ms. Sowell is proposing two large, metal sculpture murals with paint. Each mural will consist of the metal cutouts bolted to the wall of the building. The negative spaces of the cutouts will be filled in with colored paint.

## **FISCAL IMPACT**

A total of \$13,000 has been set aside in the Murphy Park Renovation Project (#818550) budget for the acquisition of public art. These funds are part of the City's adopted Resource Allocation Plan for

FY 2014/2015. Of that amount, \$12,000 has been allocated for the acquisition and installation of the artwork and \$1,000 has been expended on design fee stipends. This amount is sufficient to acquire and install the art as proposed in this RTC. On-going maintenance for this project will require an estimated \$50-\$100 per year, which can be covered by the Permanent Art Collection Maintenance account (#626230).

### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's website.

The Arts Commission held a public hearing at their March 18, 2015 meeting.

### **ALTERNATIVES**

1. Select proposal #1 by Pamela Anderson
2. Select proposal #2 by Peter Hazel and select between Scene #2 (Railroad Train) and Scene #3 (Mission)
3. Select proposal #3 by Vickie Jo Sowell
4. Select proposal #2 by Peter Hazel and select Scene #2 (Railroad Train) with the following conditions of approval: include reducing the scale of the railroad train; adding orchard imagery on the background to the right of the train; include an opportunity for Sunnyvale children to help with glazing the ceramic tiles; and make both panels of the mural a minimum of five feet tall.
5. Other action as determined by Council.

### **STAFF RECOMMENDATION**

Staff makes no recommendation.

There is no staff recommendation for this project, as each of the proposals includes colorful, engaging and appropriate imagery. All of the proposals will be durable, treated with a graffiti-resistant clear coat or sealant and will require a minimal amount of maintenance each year. Each of the artists is an established, professional artist with previous public art experience.

### **ARTS COMMISSION RECOMMENDATION**

Recommend that Council adopt Alternative 4 - Select proposal #2 by Peter Hazel and select Scene #2 (Railroad Train) with the following conditions of approval: include reducing the scale of the railroad train; adding orchard imagery on the background to the right of the train; include an opportunity for Sunnyvale children to help with glazing the ceramic tiles; and make both panels of the mural a minimum of five feet tall.

The Arts Commission recommended Alternative 4 because they liked the three-dimensionality of the ceramics, the overall scale of the art, the color scheme, and the inclusion of the California poppies. They also recommended including an opportunity for children to assist in the glazing of the tiles.

Prepared by: Kristin Dance, Visual Arts Coordinator

Reviewed by: Dan Wax, Superintendent of Community Services

Reviewed by: Lisa G. Rosenblum, Director, Library and Community Services

Reviewed by: Robert A. Walker, Assistant City Manager

Approved by: Deanna J. Santana, City Manager

### **ATTACHMENTS**

1. Site Plan with Art Locations
2. Excerpt of March 18, 2015 Arts Commission Draft Meeting Minutes
3. Anderson Resume and Design Proposal
4. Hazel Resume and Design Proposal
5. Sowell Resume and Design Proposal