



City of Sunnyvale

Agenda Item-No Attachments (PDF)

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REPORT TO ARTS COMMISSION

SUBJECT

Review the Proposed Public Arts Master Plan Process and Provide Feedback Regarding the Stakeholder Input Component

BACKGROUND

Council Policy 6.4.4 (Art in Public Places) was established to provide uniform guidelines and procedures for the inclusion of publicly accessible art on public properties. In 2012, the City Council amended the City's Art in Private Development (AIPD) requirements to allow developers the option of placing artwork in their development or paying an in-lieu fee to be deposited into the City's Public Art Fund.

A study issue of the In-Lieu Fee Program (RTC No. 12-187, Attachment 1) recommended that a Public Art Master Plan (Plan) be developed. The Plan would direct public art expenditures and ensure that arts-related programming reflects the community's interests and priorities. The Department of Library and Community Services (LCS) was tasked with the responsibility of completing the Master Plan process; however, due to turnover in key positions, this project was deferred until now. The purpose of this report is to advise the Commission of the proposed work plan and timeline and to solicit Commission feedback regarding the stakeholder input component. Ultimately, the goal is to have a completed Master Plan for Public Art by September, 2017.

This Report will go to Council as an Information Only item and will incorporate any feedback provided by the Arts Commission.

ENVIRONMENTAL REVIEW

The presentation of the proposed work plan, timeline and stakeholder input process for approval of a new Master Plan for Public Art is not itself a project subject to the California Environmental Quality Act. Environmental review will be completed concurrent with the adoption of the Master Plan for Public Art.

EXISTING POLICY

General Plan, Chapter 4, Community Character - Design

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

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

CC-1.8a - As non-general fund resources allow - develop a new Master Plan for Public art.

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.

DISCUSSION

The City's Public Art collection consists of 67 pieces of art located throughout the City (Attachment 2). The collection was previously guided by a master plan from 1984 which is now outdated and does not meet the needs of the current environment. Changes made to the Art in Private Development requirements (Sunnyvale Municipal Code Chapter 19.52) in 2012 created opportunities for the payment of in-lieu fees rather than creation of specific art pieces, but did not speak to the policy guidelines or distribution procedures to be followed once the in-lieu fees were deposited into the City's Public Arts Fund. The balance of this fund is now approximately \$300,000.

A Public Arts Master Plan will serve as comprehensive planning document that reflects the community's vision for public art as well as provides an organizational framework with specific goals, strategies and resource allocation procedures to guide both short and long term decision-making for investment in public art. Public art can play a vital role in the design and visual landscape of a vibrant community. However, without a cohesive strategy that reflects the values and principles of the community, the full impact of an effective public art program cannot be realized. As Sunnyvale's demographics and arts landscape have changed considerably since the City adopted a Public Art Master Plan in 1984, a Public Art Master Plan Process would provide significant opportunities for public input and yield valuable information on how Sunnyvale can best leverage its arts spending to create a unique City identity and support economic, educational and quality of life initiatives.

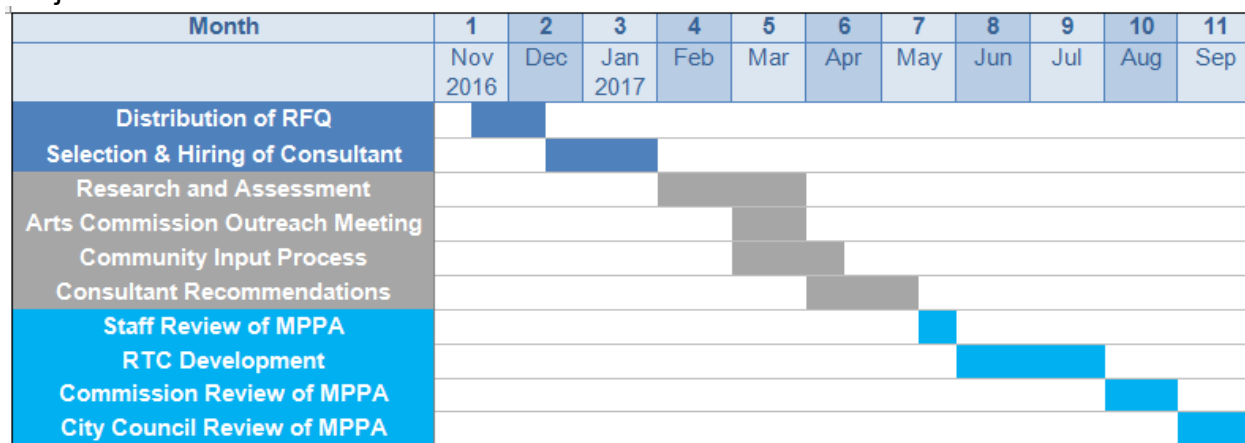
A professional consultant will be hired through a Request for Qualifications (RFQ) process to work with LCS in the development of the master plan document. The scope of work will include, but not be limited to:

1. Development of an updated mission, vision, goals and principles that articulate the specific community outcomes to be achieved through the City's public art program as well as the tools necessary to effectively implement such a program.
2. A review and evaluation of existing policies, procedures and collection inventory that result in recommendations for a comprehensive collection strategy.
3. Recommendations for program enhancements and relevant changes to the City's ordinances pertaining to the City's Public Art programs including: a) relevant collection themes/objectives; b) criteria and procedures for the selection and placement of public art; c) criteria for prioritizing projects; d) a process to ensure the timely and sustainable allocation of resources; e) a public review and approval process that engages stakeholders appropriately and f) coordination and inter-dependencies with other related City Art policies and programs such the Art in Private Development requirements.
4. Recommendations on how to achieve the City's short, medium and long-range arts goals including cost estimates, possible partnerships and sustainable funding models.

Stakeholder Input via community outreach and public participation will be critical to an effective master plan. As such, the consultant will be asked to utilize a variety of input strategies including but not limited to: surveys, public meetings, stakeholder interviews and focus groups. Given Sunnyvale's diverse community, the consultant will be asked to articulate specific strategies they will use to ensure broad participation of diverse stakeholder groups including the arts and business community, neighborhood groups, ethnically and culturally diverse communities as well as persons of all ages, genders, sexual orientation and abilities. The Commission is encouraged to provide feedback regarding this component of the proposed process for developing the Plan.

The following chart provides information on key milestones for the development of the Public Arts Master Plan

Project Schedule



As noted, the first step in the process will be to issue a Request for Qualifications (RFQ) to select the professional consultant to lead the master plan process. It is anticipated that a consultant will be in place by the end of January 2017, with the initial data collection and community input processes completed by mid-April and a final report issued in September 2017 following a public review and approval process. This timeline would be subject to change based on the availability of the consultant and the need for additional outreach that might be appropriate.

FISCAL IMPACT

Funding for the project is included in the City's adopted 2016/17 budget in the amount of \$65,000. Staff time will be absorbed in the operating budget (Program 626 - Arts and Recreation Programs).

Adoption of a Master Plan for Public Art will not, in and of itself, have a fiscal impact on the City's General Fund. Funding for implementation of the adopted Master Plan would come from the City's Public Art Fund.

PUBLIC CONTACT

Public contact was made by posting the Commission agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, and Community Center; 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.

ALTERNATIVES

1. Review the proposed Public Arts Master Plan process and provide feedback regarding the Stakeholder Input component of the proposed process.
2. Other direction, as appropriate.

RECOMMENDATION

Alternative 1: Review the proposed Public Arts Master Plan process and provide feedback regarding the Stakeholder Input component of the proposed process.

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ATTACHMENTS

1. RTC 12-187: Review Effectiveness of Existing Art in Private Development In-Lieu Fee Option - Study Issue
2. City's Public Art Collection