



City of Sunnyvale

Agenda Item-No Attachments (PDF)

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REPORT TO COUNCIL

SUBJECT

Master Plan for Public Art Update (Information Only)

BACKGROUND

In 2012, the City Council amended the City's Art in Private Development (AIPD) requirement 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. However, the ordinance does not include policy guidelines or distribution procedures to be followed once the in-lieu fees were deposited into the City's Public Art Fund. Consequently, City Council directed staff to develop a Master Plan for Public Art (MPAA) to provide this guidance for the utilization of the Public Art Fund. The current balance of the fund is approximately \$300,000.

The MPAA will serve as a 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 guidelines. The Report to the Arts Commission was presented by City staff on September 21, 2016 which outlined a project timeline (below) including the issuance of a Request for Qualifications (RFQ), community input and City Council review processes. As can be seen from the project timeline below, staff intends to issue a RFQ in November and expects for Council to review the MPAA in September 2017. Staff also sought specific feedback from commissioners regarding the community input component as discussed below.

Month	1	2	3	4	5	6	7	8	9	10	11
	Nov 2016	Dec	Jan 2017	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Distribution of RFQ											
Selection & Hiring of Consultant											
Research and Assessment											
Arts Commission Outreach Meeting											
Community Input Process											
Consultant Recommendations											
Staff Review of MPPA											
RTC Development											
Commission Review of MPPA											
City Council Review of MPPA											

The scope of work for the MPAA will include, but not be limited to:

1. Development of updated mission, vision, goals and principles;
2. Review of existing policies and inventory;
3. Recommendations for program enhancements of the Art in Public Places and AIPD programs;

and

4. Recommendations for City's short, medium and long-range art goals.

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 Arts Commission provided the following feedback regarding the stakeholder input component which will be provided to the consultant:

- Conduct public meetings, community surveys and focus groups meetings.
- Strategic outreach efforts should be utilized to ensure all ages and demographics have the opportunity to provide input.
- Use social media as well as print advertisements in the Sunnyvale Sun (to promote and advertise outreach events).
- All businesses, not only those required to participate in the AIPD program, should be given the opportunity to provide input.
- Include input from schools, community organizations, faith-based groups and neighborhood groups.
- Input from Sunnyvale residents should receive priority over input from non-Sunnyvale residents.

PUBLIC CONTACT

This item was presented to and feedback was provided by the Arts Commission at their September 21, 2016 meeting.

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.

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