

The background is a mosaic of various colored tiles in shades of blue, green, and brown. In the lower-left quadrant, there is a prominent circular mosaic element resembling a flower or a sunburst, composed of many small, rounded tiles in colors like yellow, orange, and red. The rest of the background consists of larger, irregularly shaped tiles in shades of blue and green.

*City of Los Altos Public Arts*  
*Revised Master Plan Recommendations*

1 May 2018

# Meeting Goals

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- Council review and input to the Los Altos Arts Tactical Plan
- Funding sources for the plan

# At-a-Glance Public Arts Program Schedule

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<b>Summer</b>	<b>Fall</b>	<b>Winter</b>
<b>Spotlight on Art Farmers Market (2x per month)</b>	<b>Call for Art Sculpture Search, Selection &amp; Installation</b>	<b>Begin Maintenance &amp; Repair Program for City- owned Art</b>
<b>SmartArt Lecture Series #3</b>	<b>SmartArt Lecture Series #4</b>	<b>SmartArt Lecture Series #5</b>
<b>City-wide Community Art Project Downtown Los Altos</b>	<b>Holiday Craft Event for Kids Los Altos Holiday Stroll Fri., Nov 9</b>	<b>Launch New City-wide Community Art Project (completion est. Spring 2019)</b>

# Program Overview – Spotlight on Art

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- **Spotlight on Art**
  - 2x per month Farmer's Market “Art Experience”
  - Onsite art creation which could include:
    - Painting
    - Ceramics
    - Sculpture
    - Glassblowing
    - And more
  - Promoted in advance through the TC, Nextdoor, City social media
- **Timeframe: Summer**

# Program Overview - SmartArt Lecture Series

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- **SmartArt Lecture Series:**
  - 3 events through the remainder of 2018
    - Forum similar to the Danny Harris event this past Fall
    - Free attendance
  - Promoted in advance through direct mail, ads in the TC, Nextdoor, City social media and community art group mailings
- Timeframe: One per quarter (summer, fall and winter)

# Program Overview – Community Art

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- **Los Altos Community Art Project:**
  - Ongoing art project creation through the summer with a planned “unveiling” after completion
  - Artist on-site to work with community members during downtown’s heaviest traffic days (Farmer’s Market, First Fridays, etc.)
  - Promoted in advance through ads in the TC, summer school or other children’s programs, City social media, Nextdoor and LACI
  - Completed work could be displayed at the Main Library, History Museum, City Chambers, Hillview, S. Los Altos Senior Center
- **Timeframe: July-August**

# Program Overview - Holiday Stroll

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- **Holiday Stroll Children's Art Project**
  - Project TBD but could be ornament painting, “plant a fir tree,” etc.
  - Promoted in advance through ads in the TC, Next Door, local schools and City social media
  
- Timeframe: November 9



# Additional Activities: June - December

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- Sculpture search to fill available sculpture sites (expiring loans + a couple of open sites)
- Maintenance and repair of “in need” artworks
- Vinyl Art on store windows
- Continue efforts to implement and integrate functional art designs into public spaces\*

*\* Functional art scored among the top result 72% from question #9 of the online questionnaire and #11.*



# What the Los Altos Arts Program Delivers

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***ENGAGES*** our diverse Los Altos community

***ENHANCES*** public appreciation of art

***ATTRACTS*** visitors--become a destination for shopping & dining

***SUPPORTS & GROWS*** our city-wide economy

***CONNECTS*** artists with our community

# Estimated Annual Budget

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- Art Program Plan: \$70,000
- New Public Sculpture Search / Installation: \$30,000
- Maintenance & Repair: \$15,000
- Engage Public Arts Contractor for 4-5 months: \$30,000

**Total Budget Estimated: \$145,000**

# Measuring Success

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- “Sculpture of the Year” contest where the community selects their favorite piece of art (which will have a signage designation)
- Ongoing annual community feedback forum
- 20% off dinner coupons for SmartArt night attendees at selected restaurants (follow-up with restaurants to measure success)

# Funding Options

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- Option 1: Funding provided by the City
- Option 2: Funding through a *Percent for Art* program

# Percent Funding

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- Similar to programs in nearly 50 CA cities
- Sample of Northern California cities that have Percent for Art programs in place:
  - **Los Gatos**
  - **San Carlos**
  - **Emeryville**
  - **Lafayette**
  - **El Cerrito**
  - Palo Alto
  - Danville
  - Redwood City
  - Walnut Creek
  - Pleasanton

***BOLD** denotes similar in size to Los Altos*

# Percent Funding Program Overview

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- Developers would be charged a one percent (1%) fee --capped at \$200k per development project--on the capital construction or renovation costs of construction of commercial and multi-dwelling buildings. (Municipal buildings will not be included.)
- Program proceeds used for:
  - Acquisition, installation and maintenance of public art
  - Community art education
  - Promotes participating in and experiencing of public art by residents of Los Altos

**Normal costs of construction changes or overruns  
far exceed 1%**

# Examples from Past Projects

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At 1%, these projects would have paid:

- Los Altos Colonnade      \$335,000 (but would cap @ \$200k)
- Enchanté Hotel      \$27,800
- First & Main      \$114,000
- First & San Antonio      \$65,000
- Safeway      \$136,000



# Questions?



I Do Not Know But I am Open to Learning  
(Chris Johanson) – SFMOMA in Los Altos