



DATE: April 12, 2018

AGENDA ITEM # 3

**TO:** Public Arts Commission

**FROM:** Jon Maginot, Staff Liaison

**SUBJECT:** Public Art Master Plan and City Council meeting recap

**RECOMMENDATION:** Discuss the next steps for the Public Arts Master Plan

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## **BACKGROUND**

At the March 8, 2018 Public Arts Commission (PAC) meeting, a subcommittee was formed to review the draft Public Art Master Plan and develop a recommended plan for moving forward.

## **DISCUSSION**

The subcommittee has met and will present a preliminary recommendation to the full Commission at the April 12, 2018 PAC meeting.

Attachment: Draft presentation of recommendations



***"Public art can express community values, enhance our environment, transform a landscape, heighten our awareness, or question our assumptions.***

***Placed in public sites, this art is there for everyone, a form of collective community expression.***

***Public art is a reflection of how we see the world – the artist's response to our time and place combined with our own sense of who we are." -- The Association for Public Art***





*City of Los Altos Public Arts*  
*Revised Master Plan Recommendations*  
***DRAFT PRESENTATION FOR REVIEW***

12 April 2018

# Meeting Goals

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- Review and accept a revised 2018 Los Altos Arts Tactical Plan with recommended activities
- Accept the revised Policies & Procedures for Public and Private Development (Handout #1)
  - This includes a 1% Percent Funding program capped at \$200,000
- Accept the revised Policies & Procedures section, (Handout #2):
  - LAPAC Responsibilities & Authority
  - Art Decommission and Removal Policy\*
  - Donation of Public Art Procedures\*
  - Policy & Procedure for Maintenance\*

*\* These P&Ps were approved prior to the development of the original Master Arts Plan*



# Program Overview - Artist in Residence

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- **Artist in Residence:**
  - 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:** May through September
- **Estimated cost:** \$4,000 per month (insurance, supplies, hourly fee, advertising, etc.)

# 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
- Estimated cost: \$1,000 per session (honorarium, food, beverage, advertising & marketing)
- Timeframe: April, August, December (1<sup>st</sup> week)

# Program Overview - Rotary Art Show

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- **Rotary Art Show Exhibit:**
  - Commission-sponsored exhibit and contest (TBD)
  - Promoted in advance through the Rotary, Nextdoor, TCads and City social media
- Estimated cost: \$1,000
- Timeframe: May



# Program Overview - City Green

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- **Los Altos Community Mural:**
  - Ongoing mural creation through the summer with an “unveiling” the last week of the “Green”
  - Artist on-site during the Green’s heaviest traffic days (Farmer’s Market, Friday nights, etc.)
  - Promoted in advance through ads in the TC, summer school or other children’s programs, City social media, Nextdoor and LACI
  - Completed mural could be displayed at the Main Library, History Museum, City Chambers, Hillview, S. Los Altos Senior Center
- Estimated cost: \$50,000
- Timeframe: July-August (or the length of the “Green”)

# Program Overview - Vacant Storefront Program

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- **Vacant Storefront Art Program:**
  - Temporary art installations in vacant storefronts in Los Altos business districts
- Paid for by property owners or local developer (~\$1,000 per store)
- Timeframe: May through December (or before if store is leased)

# Program Overview - Holiday Stroll

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- **Holiday Stroll Children's Art Project**
  - TBD
  - Promoted in advance through ads in the TC, Next Door, local schools and City social media
- Estimated cost: \$1,000
- Timeframe: November 9

# Additional Activities: May - 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
- WHAT ELSE??

# What the Los Altos Arts Program Will Deliver

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- ***ENGAGE*** the community at large
- ***CREATE*** civic dialogue
- ***ATTRACT*** attention and economic benefit
- ***CONNECT*** artists with communities
- ***ENHANCE*** public appreciation of art



# Estimated Budget

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- 2018 Art Program Plan: \$75,000 (e)
- New Public Sculpture Search / Installation: \$8,000 (e)
- Maintenance & Repair: \$15,000 (e)
- Contract Public Arts Coordinator for 5 months: \$32,000

**Total Budget Requested: \$130,000 (e)**

# Percent Funding

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- The Public Arts Commission requests the Los Altos City Council approve a “Percent for Art” program
- Similar to programs in more than 30 CA cities and 28 states and territories.
- 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

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- Developers would be charged a one percent (1%) fee --capped at \$200k--on the capital construction or renovation costs of construction of commercial and multi-dwelling buildings.
- 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

**Refer to handout #2 for the detailed plan**

# Additional Policies and Procedures for Review

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- The following three Policies and Procedure documents had been approved prior to the development of the Master Art Plan and should be approved as written.
  - Art Decommission and Removal Policy
  - Donation of Public Art Procedures
  - Policy & Procedure for Maintenance
- LAPAC Responsibilities & Authority document was specifically drafted for the Plan and has been revised.

# We're Also Thinking About for 2019

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Magic Garden,  
Artist: Adrian Susnea Litman  
Village Park

- QR locators for walking, bike and auto tours of public arts
- Additional community art projects (murals, interactive art, etc.)
- “Peoples’ Choice” Award for purchase of loaned artwork
- Purchase one new permanent piece of art with community and city funds
- Public Arts website overhaul and content update



# Questions?



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