

# **Los Altos Public Art Master Plan | Draft 1**

## **Acknowledgements**

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## **Table of Contents**

## Executive Summary

The Public Art Master Plan was developed in collaboration with the Los Altos Public Arts Commission and the City of Los Altos and is intended to be a document that provides strategic direction for public art throughout the city. The following chapters cover these topics:

- **Strategic Engagement:** Over 400 residents were engaged in developing the plan. Engagement methods and results are woven throughout the plan and are integrated into all of the following topics. (p. \_\_\_\_)
- **Art as the brand:** The following value statements were derived through public engagement and through a community discovery process. These characteristics should be utilized when evaluating a public art installation or placemaking project to ensure alignment with community priorities. (p. \_\_\_\_)
  - **Revere:** our public art should be used as a strategy to help tell the story of Los Altos.
  - **Innovate:** our public art should be at the forefront of the field showcasing our forward thinking culture.
  - **Sustain:** our public art should be used as a strategy to help showcase our natural environment and draw attention to our landscape.
  - **Take Risk:** our public art should be adventurous and display the bold nature of the community.
  - **Captivate:** our public art should stand out and engage with the residents of Los Altos.
- **Integration of public art into the built environment:** Through adoption of a public and private percent for arts ordinance, the city will ensure integration into any new municipal buildings as well as in any new private commercial developments. (p. \_\_\_\_)
- **Priority Action Plan:** Short, Medium, and Long Term strategies to develop a robust public art program. (p. \_\_\_\_)
- **Conceptual Projects and Programs:** Appendix B presents a varied list of opportunities to fund as opportunities present themselves both in the proposed locations and in proposed cost.

## Chapter 1: Why a Public Art Master Plan?

Los Altos and their ideas will shape the future of our region, our country and the world at large. We as a community have determined that now is the time to ensure that our culture and our place in the world aren't expressed merely on paper, but in our physical environment. The story of our community is told by public art. Our civic infrastructure should physically embody our communal desire to ensure our city is safe, prosperous, and welcoming to all. The Los Altos Public Art Master Plan will guide the future of our public art and enable us find common ground that will define how we see ourselves and wish the world to view us.

Our community is already sought out by visitors and future residents from around the Bay Area. Public art can extend our reach and tell our story to those who want to know more about what Los Altos represents – a city that cares about who it is, what happens here, and where we're going in the future. The art of Los Altos will become our calling card to the world.

The spirit that led to the commissioning of this Public Art Master Plan has led to positive collaboration between the Public Arts Commission and the City of Los Altos, making this plan a living document that will grow and change along with the trajectory of our city – as will the scale and diversity of artwork placed in our community. That growth, however, will not be random or unfocused. Instead it will follow the guidelines of the community character framework outlined by the Plan, ensuring that all future art will reflect the values and vision of our city.

The residents of Los Altos generate ideas that create technologies, companies and even entire industries that change the way the world works. Our public art should also go beyond the traditional and mundane to offer a glimpse of the innovative and extraordinary energy that resides in our community.

Art is born of inspiration. Whether the art of Los Altos originates here or elsewhere, that inspiration must be drawn from our community and be relevant to who we are. The goal of this plan is to ensure we succeed in finding our communal voice and expressing it through the art we display.

## **Chapter 2: Refining the Los Altos Public Art Program**

### **What We Asked**

To kick off the planning process, more than 40 stakeholders were asked a series of questions about how public art relates to their sense of place, to the overall identity of Los Altos, economic prosperity, business development, education, real estate development, and community engagement. Because the stakeholders were artists, teachers, council members, city staff, historic preservationists, developers, philanthropists, and local business owners, the input received was well-rounded and informative, laying the foundation for the Los Altos Public Art Master Planning Process.

Each stakeholder was asked about their perception of the Los Altos Public Art Program and how the current and future work of the organization affected the city to date and what its future impact should be. They were asked how they envisioned the growth of the Los Altos public arts program and what specifically the program needed in order to reach the next level.

Los Altans were then invited to participate in a series of events, which included an artist talk and workshop with a local muralist, Morgan Bricca, and a panel discussion entitled *smART Planning: a Discussion on Art, Place and Innovation*. Panelists included; Paul Buchheit of Y Combinator, Danny Harris of the Knight Foundation, Chris Flink of the Exploratorium, Matt Schultz, a Burning Man artist, and Kelly Snider of Kelly Snider Consultants. The panel was moderated by Cathy Kimball from the San Jose Institute of Contemporary Art.

Additional events included pop-up workshops at Hillview Senior Center and at Grant Park and a workshop at Fine Art in the Park. Collectively, these events drew more than 400 participants. We asked those in attendance to consider where new pieces of public art should go, what types of art they would like to see in their community, and what attributes differentiate Los Altos from other Bay area communities. Participants were also invited to sketch their ideas for public art pieces.

As part of the master planning process, an online questionnaire was conducted to collect information from those unable to attend workshops. At the same time, a questionnaire was circulated independent of the master plan process by a resident of the city which helped bring about awareness of the process and generate interest in the master plan. With the permission of the circulator of the additional questionnaire, the results have been incorporated in the public engagement results of the master plan. The two questionnaires drew nearly 600 responses.

By the end of the planning process, approximately 1000 Los Altans shared their voice about the future of Public Art in Los Altos.

### **What We Heard**

Throughout the planning process, several themes emerged. They are as follows.

1. Civic leaders and citizens of Los Altos share the same vision for the Arts, which is rooted in strategic planning and sound policy. This Public Art Master Plan is a key first step in achieving many of the broad aspirations held by the community.

2. The community believes Public Art should be used as a public space creator and can combat the notion of Los Altos as just a bedroom community. Using Public Art to create a destination for both residents and potential visitors would significantly increase attachment to place.
3. Public Art should be integrated into many facets of the Los Altos Community including parks, schools, infrastructure projects, transportation projects, public works projects, and private development through architecture and design. Strategic integration of public art into these elements will continue to increase the vibrancy of Los Altos.
4. High quality public art from world class artists is needed to reflect the innovation and connectedness that Los Altos residents value and exude.
5. Funding the Public Art Program must be a priority in order to continue to compete with neighboring communities. Public art is perceived to be a differentiator.

### **Mission of the Los Altos Public Art Commission**

The Mission of the Public Arts Commission is to advise the City Council on incorporating public art that improves the aesthetic quality of public spaces and makes the City of Los Altos a unique and vibrant community.

### **Vision of the Los Altos Public Art Program**

The vision of the Los Altos Public Art program is to enrich the lives of all Los Altos citizens through honoring its history, celebrating its culture and creating rich experiences for residents and visitors through art in city planning initiatives, public spaces and infrastructure.

### **Goals and Guiding Principles**

The following goals and values should guide the city of Los Altos in making decisions about public art. The Los Altos Public Arts Commission and other interpreters of these goals and guiding principles should apply them when evaluating new projects, new pieces of art and new programs. Criteria for any initiative should be based on these goals and guiding principles.

#### **1. Enhance Community Character and Solidify Attachment to Place:**

Our art should build awareness of the community history of Los Altos, our identity, the cultures represented in our community, and our geography. We should develop public artworks that are integrated into capital projects and City buildings that are compatible with their settings. We must strive to ensure public art is accessible to all members of our community.

#### **2. Pursue Excellence in Urban Design and Public Arts:**

Our public art should integrate with urban design in order to enhance the aesthetic environment of our public places within Los Altos. This should be done through engaging, unique, and high quality public artworks. Our community should pursue qualified and experienced public artists.

#### **3. Contribute to Community Vitality:**

Public art in Los Altos should stimulate economic activity and tourism in order to enhance our overall economy. Our art programs should build capacity through cooperation between the

private and public sectors, artists, and community members. We should not only develop but also prepare to maintain thoughtful artworks well into the future.

#### **4. Involve a Broad Range of People and Communities:**

Los Altos should invest in integrating the arts into educational initiatives for all ages. By enhancing opportunities for all citizens, neighborhoods and organizations we can achieve greater participation in the planning and creation of artworks. We should provide opportunities for the community to gather and to celebrate the City's diversity.

#### **5. Value Artists and Artistic Processes:**

We must provide a range of creative opportunities for artists with a range of experiences. Ensuring the ongoing integrity of artworks and respecting the creative rights of artists is of utmost importance. We should always involve artists directly in the concept, design and creation of artworks. We must ensure that our City budgets adequately support artists and the creative process.

#### **6. Use Resources Wisely:**

The City of Los Altos must develop and sustain projects in a cost-effective manner. The City should use its funds to leverage private investment in public art and use public art to leverage private investments in other city ventures.

## **Chapter 3: The Essence of Los Altos**

As a result of our extensive public engagement process, clear elements of what makes Los Altos unique, as well as an integrated part of the larger region emerged. A major goal of the Public Art Master Plan is to focus the program after its first twenty years. Residents, business owners, and other stakeholders contributed their thoughts on what Los Altos represents and what is important to the community. By using this community-defined essence, the City can

facilitate a future of public art that is meaningful, locally-based and will resonate with residents and visitors.

Whether a city-purchased artwork, a new public art installation commissioned by the city, a private donation of art, a developer who wants to invest in Los Altos, or a resident who wants to do something creative, the following framework becomes a family of components that speak to the core of the identity of the City. Those who are considering making art for Los Altos can use this document to become inspired by our unique qualities, and add Los Altos specific ideas into creative projects.

Any ideas for art - from traditional pieces placed in our neighborhoods to the avant-garde - can be created using our defining characteristics. We want the art in our city to express the affection and pride we have for our city and to stand out among other communities within Silicon Valley as a place that values innovative, engaging public art that reflects the complex and interesting characteristics of our community.

These seven concepts become a family of components that speak to the identity of Los Altos as defined by the locals. Artists may mix and match these elements into their designs. Choose to emphasize one element over another to accentuate what is most important to them and how they see Los Altos. However creatively the components of the Community Character Framework are interpreted, they will serve as a reflection of our beloved city and as an inspiration to the creative process.

*Design Note: Each Essence component will have its own spread. Readers will be asked to think of ideas that directly correlate with the elements and will have an opportunity to sketch out ideas.*

## **Our Nature**

Teaming with life and spirit, our natural surroundings provide inspiration and re-energize us in our daily lives. Nature in Los Altos is our sanctuary from a busy, hectic world.

Creeks and Streams

Cathedral of Trees

Rolling Hills

Birdsong

Fragrant Oaks and Madrones

Crisp Air

*Design Note: Images accompanying each word or phrase.*

## **Colors**

The colors that define our community are derived from the nature that surrounds us. From the first blossoms of spring to the harvest in the fall, color pervades our city.

Orchards  
Pine  
Sun-kissed hills  
Apricots  
Cherry Pistache  
Redwood

*Design Note: Images accompanying each word or phrase.*

### **Time Honoring**

In Los Altos we celebrate our history and honor those who came before us. Our past informs our future and helps us define who we are and what we find important.

Ohlone  
Nostalgia  
Americana  
Rancheros  
Land of Pioneers  
Storytellers

*Design Note: Images accompanying each word or phrase.*

### **Village in the Valley**

We're a place where people know your name. We look out for our neighbors and look to do good in the world. Los Altos is Home Spun.

Enveloped  
Neighborly  
Generous  
Harmonious  
Charming  
Brilliance

*Design Note: Images accompanying each word or phrase.*

### **Innovation Abides Here**

Forward thinking doesn't begin to describe who we are in Los Altos. We take risks, we persevere, and we are building the future.

Falling Forward  
Ingenuity  
Founders  
Iterative Design  
Originator

Futurist

*Design Note: Images accompanying each word or phrase.*

### **Engaged**

In Los Altos we want to be a part of something larger than ourselves. To give back. We want to connect with our community and the greater good, to have meaning and purpose.

Cycling Pelletons

Wellbeing (image of Farmers Market)

Pet Parade

Balanced (art festival)

Active (image of someone hiking)

Tenacious (festival of Lights Parade Image)

*Design Note: Images accompanying each word or phrase.*

### **Torch Bearers**

In Los Altos, our collective goal is to set an example for the world. We put our best foot forward to ensure a spirit of magnanimity in all that we do. We want to leave the world better for future generations.

Magnetic

Intuitive

Endearing

Nimble

Kind

Global Consciousness

*Design Note: Images accompanying each word or phrase.*

Utilizing the overall Essence framework, five value statements were developed. These characteristics should be utilized when evaluating a public art installation or placemaking project to ensure alignment with community priorities. Projects and installations that meet multiple value statements should be prioritized over projects that do not meet multiple value statements.

- **Revere:** our public art should be used as a strategy to help tell the story of Los Altos.
- **Innovate:** our public art should be at the forefront of the field showcasing our forward thinking culture.
- **Sustain:** our public art should be used as a strategy to help showcase our natural environment and draw attention to our landscape.
- **Take Risk:** our public art should be adventurous and display the bold nature of the community.
- **Captivate:** our public art should stand out and engage with the residents of Los Altos.

*Design Note: Show matrix of value statements and evaluation example.*

## **Chapter 4: Place Based Strategies**

(appropriate pieces and selection process for locations)

The City of Los Altos is one of Silicon Valley's most beloved cities. With a number of beautiful parks and creeks, Los Altos is known as a place of respite for those living in more urban areas of the Valley as well as for residents. As other neighboring communities invest in large mixed use and office park developments, Los Altos must look to other means to continue to differentiate itself as a distinct place. Future projects and development should integrate unique art and elevated design. By integrating Los Altos' artistic values into its public spaces and new architecture, Los Altos can continue to shape its identity around experience of the place rather than by reputation. These values can be interwoven throughout the 6.5 square mile community rather than focused on new developments targeted at office workers.

Through targeting specific uses and locations that residents shared were priorities, public art can begin to be integrated throughout the community. The priorities for investment are as follows:

### **In Parks and Recreation Areas**

In Los Altos the parks and trails are a respite from the vibrant built environment in surrounding cities. The opportunity to infuse nature with the creativity in these spaces is one that is unique to Los Altos. Art in parks can inspire health and activity. Inspiration can also be found in natural adornments such as in flora, fauna and wildlife.

*Design Note: Potential parks to place new public art pieces in.*

- *Lincoln Park*
- *Marymeade Park*
- *Heritage Oaks Park*
- *Grant Park*
- *Shoup Park*
- *Rosita Park*
- *Hillview Park*

### **Integrated into Infrastructure**

Infrastructure can become Los Altos' canvas. Whether it's a manhole cover or bike racks or anything in between, infrastructure creates an opportunity to inject creativity into the everyday built environment. By transforming infrastructure into works of art, the creativity of Los Altos can be displayed in places big and small while knitting together the whole community.

*Design note: Sidebar with Artist Designed Infrastructure Options: Tree grates, manholes, benches, bollards, tree bands, crosswalks, rain garden elements, bike racks, utility boxes, trash cans, stairs, transit stops, planters, fences, gates | **Images of these in other communities***

### **As Gateways**

Los Altos' can solidify its status as a hub for creativity and innovation in the region by using public art to define the entry points to the city. It's essential that gateway art feature unique designs emblematic to Los Altos that are visible to motorists and pedestrians. The borders of Los Altos are closely intertwined with neighboring communities. Integrating gateway art around these borders will introduce Los Altos as a city that cares about art and welcomes people to enjoy it.

*Design note: List gateway opportunities, and note current gateway design.*

- *El Camino Real and San Antonio Road*
- *El Monte Avenue and Springer Avenue*
- *Freemont Avenue and Newcastle*
- *Foothill Expressway and Vineyard Drive*
- *El Monte Road at Summerhill Drive*

- *Springer Avenue and Cuesta*

## **TYPE**

### **MURALS | MOSAICS**

Murals and mosaics can transform an empty space into a colorful and stimulating environment. Blank walls exist throughout the city – between and on the backs of buildings.

While adding permanent works of art to the collection is important, murals can be semi-permanent and can rotate yearly to allow the exposure of many artists over a short period of time rather than a few artists over a long period of time. Semi-permanence also allows for integration of other mediums not typically included in mural installation, such as photography.

When asked about preferences for new types of public art, Los Altos overwhelmingly supported the installation of murals and mosaics.

*Design note: Image of Grant Park Mosaic*

### **POP-UP | TEMPORARY ART**

Though temporary art isn't long-lived, it can have a lasting impact on the community by creating a sense of surprise and joy in unexpected places such as construction sites and temporarily empty storefronts.

Temporary art can be done inexpensively and easily, and it can be a small pop of color or a huge "WOW". Whatever it is, its short lifespan gives energy to a space and created excitement throughout the community. Temporary art invites collaboration, be it with our local schools or community groups, and allows our art to evolve with our city and residents.

*Design note: images of low-cost temporary installations and medium cost temporary installations.*

### **FUNCTIONAL ART**

Because the city of Los Altos is always improving the public realm with updated infrastructure that citizens use daily, the city has the unique opportunity to implement "Los Altos specific" designs in place of otherwise ordinary pieces of infrastructure. Integrating localized cultural values into infrastructure can be affordable and create a major visual impact.

Functional art can be as simple as the creation and implementation of a "Los Altos crosswalk" or as complex as the production and replacement of all existing light poles to "Los Altos light poles". Other options for functional art installations include bike racks, benches, signal boxes, roundabouts, trash cans, street furniture, transit stops, storm drains, manholes, installations within a public garage, wayfinding, sidewalk and alley treatments, and artfully designed tree grates.

With the Public Arts Commission leading the effort to integrate Los Altos designs into public projects, developers and private property owners will follow by integrating “Los Altos Functional Art” into their properties and developments as well.

*Design note: Bike Rack Images*

## **SITE-SPECIFIC**

Site-specific art is created to enhance and celebrate its surroundings in which an artist considers the site first before anything else. Site-specific art uses the surroundings to enrich the experience. It can help to tell the story of location or it can simply exist to elevate the site. Locations in Los Altos in which site-specific art could be installed include our downtown, Lincoln Park, and at our boundaries.

## **SCULPTURE**

From traditional to cutting edge, sculptures are often the highlight and focal point of civic art. They can stand as beacons of civic pride and be showpieces for the City that help share the innovative spirit of the community.

The installation of sculptures helps communities celebrate and enhance their gateways, parks, and city centers and can take on many shapes and sizes. Sculptures can play a role in a broader Los Altos story or can stand-alone, making an individual statement.

*Design note: Highlight current sculpture on loan program*

## **PERFORMANCE SPACE | GALLERY SPACE**

Performance Art captures imaginations using speech, song, and dance. Performance art can be spontaneous or planned well in advance and requires only passionate performers and an engaged audience. Creating opportunity for indoor or outdoor performances within the City allows for celebration and connection with artists from professional troupes to school and community groups.

Gallery space allows a community to come together to celebrate its art and artists. It can be temporary or permanent and showcase one artist or many.

*Design Note: Represented in a sidebar: Community preferences ranked:*

1. *Murals | Mosaics*
2. *Functional Art*
3. *Pop-up | Temporary*
4. *Performance | Gallery Space*
5. *Sculpture*
6. *Site-Specific*

## **Chapter 6: Priority Action Plan**

The implementation of this plan will require collaboration on a broad scale. As the implementation leader, the Public Arts Commission will collaborate with city staff and other critical decision-making entities to ensure clear and consistent interpretation of the plan throughout implementation. The goals and recommendations within this chapter will be implemented as staffing allows.

### **KEY PARTNERS**

#### **Public Arts Commission**

As the leading voice of Arts and Culture in Los Altos the Arts Commission will be the key stakeholder in the implementation of this plan. By advising City Council on the most prudent and impactful public art policies and by being the conduit of selecting public art pieces and programs for the City the Arts Commission's role is solidified as one of the most important for the future of public art in Los Altos.

#### **Recreation and Parks**

The Recreation and Parks department will play a key role in two of the most important assets for public art in Los Altos: people and places. By collaborating with Rec and Parks staff and the Arts Commission can ensure that public art in Los Altos is accessible to our residents and in

locations that are natural points of interest for our City.

### **City Council**

Los Altos City Council will be the ultimate driver behind the Public Art Master Plan in securing and maintaining funding. It will be the responsibility of Council to enact the policy recommendations from the Public Art Master Plan.

### **Community Development Department**

As the department within the city government that is devoted to planning for the future, Community Development should ensure that art is at the forefront of and integrated into all applicable future planning efforts. This should include planning for parks, resident and commercial development, and transportation at a minimum.

### **Economic Development Department**

Art can be both an amenity to attract and retain businesses and residents and something that is incentivized for businesses through city policies. It is the job of the Economic Development department to ensure that art is brought to the table in these discussions.

## **STRATEGIC PARTNERS**

### **Los Altos Libraries**

The Los Altos libraries are a social hub for culture and creativity. Libraries should be a focal point for public art as well as arts and culture programming, and a partner for the donation of interior work.

### **Los Altos Community Foundation**

As an aggregator of philanthropic giving in Los Altos, the Community Foundation has an opportunity to target its development work and giving towards the arts. This focus would impact the community in a generational way.

### **Los Altos Chamber of Commerce**

The businesses of Los Altos are the backbone of the community and provide it flair. By giving artistic opportunities on site or through sponsorship, businesses can ensure a mutually beneficial impact.

### **Civic Groups**

As premier civic organizations in Los Altos, the Rotary and Kiwanis clubs have an opportunity to connect community members with art programming and other art based opportunities for civic engagement.

### **Local School System**

The local school system has a twofold responsibility for the arts in Los Altos. On one hand, the school system has the opportunity to integrate artwork into its physical environment upon building or renovating its facilities. On the other, the schools must educate our children both in the arts and on their importance. The schools should partner with others within this list in order

to maximize programming opportunities.

### **Los Altos Village Association (LAVA)**

As the natural center point of civic life in Los Altos, the Village Association should focus on efforts to strengthen the artistic community from the business side (meaning galleries, culturally focused retail, etc) while also using the arts to physically define the Village area as well as ensure that it is a unique location in the region.

### **PRIORITY ACTION PLAN**

The following goals and strategies are derived from the community engagement activities and national best practices in public art planning. The goals are broken down into tiers as many of the long term goals are only achievable if the initial goals are implemented. The goals and implementation strategies should be carefully considered and implemented with the proper partners.

*Design Note: Table in appendix, able to be separated as a document that is continually updated by Public Arts Commission.*

### **SHORT TERM GOALS AND STRATEGIES (1-2 YEARS)**

#### **Funding:**

- 1. Create a part-time staff position within the Community Development Department entitled Cultural Arts Manager.** In order to maximize the effectiveness of the public art program, it is necessary to dedicate staffing resources to the Public Art Program. This staff position should be entitled Cultural Arts Manager,

These responsibilities include but are not limited to: management of the existing collection, creation and management of the maintenance plan for the existing collection and all future additions to the collection, integration of public art into all projects in the Capital Improvement Plan at the conceptual stage, development and maintenance of strategic partnerships, integration of public art into the development process at conceptual stage of the project, management of all new public art installation processes, management of programming, management of all messaging both online and offline, and procurement of outside funding sources.

This staff position title is broad in nature and allows for expansion of responsibility.

- 2. Adopt the Los Altos Public Arts Program Percent for Arts Ordinance in Public and Private Development.** (See p. \_\_ for Proposed Percent for Arts Policy)

#### **Process/Policy:**

- 1. Temporarily suspend the Sculpture on Loan program until an internal priority location list can be agreed upon by the Public Art Commission and adopted by Council.** During this time, evaluate the effectiveness of the program and explore other opportunities for temporary sculpture installation such as the development of a sculpture tour.

The Sculpture Tour should solicit sponsorship of sculptures by local businesses and should only display the sculptures for 6-9 months. At the end of the term, the city will purchase one of the sculptures and select a location based on approved sites. The current money allocated to the Sculpture on Loan Program should be dedicated to the purchase of one of the sculptures on the tour for permanent installation.

**2. Develop internal priority location list for future public art installations.** This priority location list should be based on community input, availability of space and other key factors, such as future developments. Until this list is complete and adopted by Council, no additional art should be placed.

**3. Complete an inventory of all public art pieces in the Los Altos Public Art Collection.**

Details must include:

- a. Type of public art
- b. Specific location
- c. Materials used
- d. Artist
- e. Current and projected maintenance needs
- f. Determination of whether or not the piece is on loan or is part of the permanent collection
- g. If on loan, how long the piece has been on display

**4. Develop a maintenance plan for the existing collection.** Addressing short and long term maintenance as a necessary focus for the city of Los Altos. The breadth of the collection results in many concerns that require attention at varying degrees of regularity.

The maintenance plan should address specific roles and responsibilities of the maintenance department and create unique treatment of each piece as its own facility. Tasks, deadlines, necessary tools, parts, inventory, frequency, and costs should be recorded and integrated into the Maintenance Department's general maintenance plan.

**5. Develop inter-department process for collaboration.** With each department, develop an internal processes for coordination between departments. Departments include; Community Development Department, Public Works, Recreation and Parks, the Maintenance Department and any additional city departments who manage projects funded by Public Art Program funds. This must also address the process of requesting funds for public art in each department's projects.

**6. Adopt Los Altos Public Art Maintenance Policy.** (See p. \_\_\_ for Proposed Maintenance Policy)

**7. Adopt Los Altos Public Art Donation Policy.** (See p. \_\_\_ for Proposed Gift Policy)

### **Artist Support:**

- 1. Prioritize easily implementable project and programming such as temporary and pop-up art and murals.** Determine what monetary threshold favors local and regional artists over statewide, national, and international artists.

### **MEDIUM TERM GOALS AND STRATEGIES (3-5 YEARS)**

#### **Funding:**

- 1. Create a nonprofit that acts as the City's dedicated arts organization.**
- 2. Utilize Public Art funds to leverage and provide matching monies for grant opportunities from local, state, and national organizations.** Target grants specific to strategic placemaking endeavors or programmatic actions eligible for grants such as:
  - Programming that supports cultural diversity in the arts
  - Programs for reaching underserved communities
  - Projects that integrate arts and culture into community revitalization work - such as land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies
  - Projects that utilize the arts to support the creative needs of non-arts sectors.
  - Projects that explore the intersection of artistic creativity and creativity in non-arts sectors.
  - Projects that use the arts and the creative process to address complex issues
  - Programming that celebrates heritage or history of a specific place

#### **Process/Policy:**

- 1. Create a reserve of 'shovel ready' public art projects for easy implementation by developers or private sponsorship.** This reserve must be fully vetted by the Public Arts Commission, including the approval of the artist.
- 2. Purchase or commission art through collaborations between arts and non-arts partners.**
- 3. Collaborate with the City of Los Altos, Business Associations, local schools, and other stakeholders to create a unified marketing plan for Los Altos as an innovative destination that cares about the Arts.** Use the cultural value statements on p. \_\_\_\_ to develop messaging for the marketing plan.

#### **Artist Support:**

- 1. Develop an Artist in Residence Program.** Engaging an artist at the most basic level within city functions will encourage creativity and integration of public art from the beginning of Capital projects and new private development. Artists are generally hired on a 9-12 month contract.

2. **Collaborate with local schools and art docents to create school programming that utilizes and features public artists.**
2. **Develop a list of qualified artists.** This list should include artists that are well oriented to the program that can be provided to developers, individuals, and businesses in the event they are interested in procuring or commissioning a piece of public art.
3. **Create volunteer program to engage non-artists to assist with events or artist installations.**
4. **Prioritize more expensive or difficult-to-implement projects and programing such as sculptures, gateway pieces, and functional art.**

## **LONG TERM GOALS AND STRATEGIES (5+ YEARS)**

### **Funding:**

1. **Explore additional funding mechanisms for larger public art installations.**  
Examples include: incorporation of public art strategy into Hotel/Motel Tax, and utilization of Business Improvement Districts (BID's) for public art projects within the geographic boundaries of the BID. A BID would be especially impactful in downtown Los Altos.

### **Process/Policy:**

1. **Update Public Art Master Plan in 3 to 5 years to help respond to opportunities and challenges as the program grows.** This can be done internally by the Commission or staff.
2. **Collaborate with local, national, and international museums, galleries, and collections to do innovative exhibitions throughout Los Altos.** Collaborators could include: SFMOMA, San Jose Institute of Contemporary Art, Exploratorium, Asian Art Museum, Children's Discovery Museum of San Jose, and others.
3. **Create public art projects and programming with non-traditional partners.** Potential collaborators include: hospitals, rehabilitation and senior centers, disability-focused organizations and more.

### **Artist Support:**

1. **Create partnerships with local schools to ensure public art and educational opportunities for students and artists.**
2. **Prioritize most expensive or difficult to implement projects and programing such as monumental sculptural pieces and multi-piece installations.**

*Design Note: Graphics will present this in a chart with necessary partners, timeline, and connection to other recommendations from other plans and recommendations from this plan.*

## **Case Studies to appear throughout the plan**

*Design note: the following will appear throughout the plan as needed to support recommendations and project/program ideas.*

**Artist in Residence: St. Paul, MN:** Since 2005, the influential City Artist program has redefined the role of the artist working within city government. Integrated far upstream in the daily and long-term workings of the city, artists are creating a new artistic, social and civic practice through an innovative public-private partnership between Public Art Saint Paul and the City of Saint Paul. The central pursuit is to create art out of the life-sustaining systems of the city. Artists advise on major city initiatives and lead their own artistic and curatorial projects and have dedicated workspace within the Department of Public Works so they can freely collaborate across city agencies. The partnership between the City of Saint Paul and Public Art Saint Paul is unique, highly effective and seen nationally as a model. Saint Paul is unique in that City Artists work within the walls of City Hall and ensure that art is considered as an integral part of nearly every civic discipline: parks, planning, public works and libraries; from early conceptualization of the City's urban future through planning studies, capital project design, on-going street and sidewalk maintenance, and the programming of public places.

**Site-Specific Public Art: San Diego, CA:** The trend lines in Public Art show that the future may lie beyond aesthetics and visual enjoyment. Artists and cities around the world are using Public Art as a tool for engagement on all levels. A recent permanent Public Art installation in San Diego seems to exemplify a future of Public Art that highlights the convergence of Art, Science, Environmental Awareness and Interaction. Two reflective spheres are the most eye-catching attribute of *Living Lenses*, which was recently installed in San Diego's Fault Line Park. The seven foot spheres stand on opposite sides of a fault in the earth, highlighting the natural environment. A visitor who scans the QR code near the piece or ventures close enough to the west sphere will hear a real time "Fault Whisper." By working with a recording studio the artist was able convert the sounds of the earth's movement, reordered with a sensor within the fault

into a real time broadcast, audible to humans, of the earth's moments.

**Non-Commissioned Public Art: Beverly Hills, CA:** While it is perhaps more typical for public art pieces to be commissioned rather than purchased, great opportunities lie in shifting the acquisition process to the purchase of public art pieces rather than commissioning. By purchasing pieces of public art that are already fabricated by artists the public art program can streamline the acquisition process while also encouraging creative freedom by purchasing pieces designed “for art's sake” rather than created expressly as a commission. In 2015, rather than commissioning a piece of public art for a prominent location the Beverly Hills Fine Arts chose to purchase an already fabricated piece from renowned South African artist William Kentridge. The piece titled *World On Its Hind Legs* touches on subjects that likely would have not been delved into by a commissioned piece such as colonialism and industrialization. The streamlined purchase brought a piece of globally renowned work to Southern California.

**Volunteers and Non-Profit Leverage for Public Art Events: Portland, OR:** In most realms of civic engagement and improvement it is common for municipal programs to leverage non-profit partners and volunteers. One opportunity to enhance the Los Altos Public Art Program in the future is to encourage such endeavors. Portland, Oregon's Regional Arts and Culture Council recently sponsored an event which utilized large numbers of volunteers to help produce Portland's first Disability Film Festival, and the 7th Disability Pride Art and Culture Festival. Such large events are frequently only made possible by the support of many volunteers. In addition, the annual event was made possible by its lead organizer, the Disability Art and Culture Project, a nonprofit dedicated to furthering the artistic expression of people with both apparent and non-apparent disabilities. By partnering with a non-profit that it was able to sponsor, the Regional Arts and Culture Council further enhanced its reach, while not expending its full effort, allowing it to generate a larger amount of art and arts related activities for the region.

### **Emeryville, CA**

Emeryville's utility box program, Sign of the Times, was collaboratively designed by the artist Seyed Alavi and Emery Secondary School students. 25 bright yellow and black pieces of artwork depicting creative interpretations of traffic signage are placed throughout the city. In 2009 the Americans for the Arts named the program one of the 40 best public art projects in 2009.

### **Chattanooga, TN: <http://www.chattanooga.gov/public-art/about>**

Public Art Chattanooga manages a collection of over 100 permanent and 42 temporary works of art placed in public spaces throughout the city. The city has adopted a gifting policy that requires the Public Art Committee to review all gifts and loans. The policy requires that a maintenance fund be included with all gifts, comprised of at least 10% of the value of the donation.

**Greenville, SC**

The Greenville Metropolitan Arts Council (MAC) operates a quarterly grant program that offers support to individual artists, arts organizations and arts education programs. Grants are awarded in 4 categories: Artist, Artist Collaboration, Organization and school. Grants require a 1:1 or 1:2 match depending on the grant category. The MAC awarded over \$350,000 to applicants that included local artists and schools in these categories in 2015, touching over 450,000 residents in and around Greenville County.

**Scottsdale, AZ**

The City's public art program, managed by Scottsdale Arts, is funded by a 1% match of the total of all capital improvement spending each year. In 2016, this match generated \$4.5 million for Scottsdale Arts, \$700,000 of which was used to directly support public art in the City of Scottsdale.

**Bradenton, FL**

Bradenton's award-winning Riverwalk contains 19 pieces of public art along a 1.5 mile stretch of the Manatee River. The collection includes interactive art, such as splash pads and benches, art depicting the history of the Manatee River, and beautiful glass and mosaic accents along railings and other structures.

## **Appendix A: Relevant Proposed Policy**

1. Arts Commission Roles and Responsibilities
2. Percent for Art in Public and Private development
3. Gifting Policy
4. Maintenance Policy
5. Deaccession Policy

## Appendix B: Rethinking Public Space

The following pages contain \_\_\_\_ conceptual projects and \_\_\_\_ conceptual programs, all of which were created as inspiration for future projects and programs. While conceptual projects are tied to specific locations, conceptual programs are not. The following projects and programs are not ranked by priority and should be considered strategically as opportunities present themselves. The following projects and programs are conceptual in nature and are not bound for installation upon acceptance of the master plan.

*Design Note: Represented in a sidebar: The following price ranges are based on national best practices and are presented in price range rather than an exact price point. This allows discretion from the Los Altos Public Arts Commission to determine the most effective way to prioritize projects and determine the exact amount of each artist call's budget.*

- MURAL EXTERIOR: \$5,000 - \$50,000
- CROSSWALK: \$1,000 - \$5,000
- ARTIST DESIGNED BIKE RACK: \$5,000 - \$10,000
- ARTIST DESIGNED BENCH: \$5,000 - \$10,000
- ARTIST FENCE OR SCREEN: \$1,000 - \$5,000.00
- LARGE SCALE ICONIC SCULPTURE: \$100,000 - \$200,000
- TEMPORARY ART FESTIVAL: \$10,000 - \$20,000 / YEAR
- INTERACTIVE SCULPTURE: \$35,000 - \$100,000
- VINYL WRAP: \$350 - \$1,000

### Projects

The Public Art Master Plan has identified \_\_\_\_\_ conceptual projects that could be installed throughout the city. The specifics of each project are explored on the following pages. Conceptual projects are tied to specific locations and may be recurring or phased in their commission. Concept implementation should not be restricted to the following projects and should be regularly altered and updated as time progresses, priorities change and new possibilities arise. The following projects are not ranked by priority and should be strategically selected as opportunities present themselves.

#### Project 1: Los Altos Gateways

## Site Description

The lush landscape of Los Altos is unmatched in the Bay Area. The natural environment paired with access to the world's leading businesses and innovators drives residents, businesses, and tourists to our community. Though this is a powerful image, its existence does not alone communicate the story of Los Altos. To make the culture and values known to all those who enter the community, entry points to the city can be fortified with pieces of art that reflect the civic identity.

Art at gateways should strengthen the city's identity to first time visitors and lifelong residents alike. When a person enters, they should know that they have arrived.

Through on the ground surveying and public outreach, several gateways have been identified that are priority for public art. They are as follows (in no particular order):

- El Camino Real and San Antonio Road
- Fremont Avenue and Stevens Creek
- Foothill Expressway and Vineyard Drive
- Springer Avenue and Cuesta
- Downtown Gateways include: \_\_\_\_\_

## Project Concept

The community consistently noted the need to differentiate itself from its neighbors as a place for the Arts. A call for each gateway location could be developed as funding became available. These gateways could vary depending on the site - from a mural on the side of a building to a large sculpture. In addition, any developments occurring at or near gateway sites could incorporate public art into the design of the development and could become a gateway icon purely based on location.

## Funding Possibilities

Major developments taking place nearby the above gateways could develop their public art programming to include gateways for the City and could be negotiated as conditions of approval. Percent for Art Money.

## Administrative Requirements

Encourage proposed developments within gateway locations to integrate art into their design so their development becomes a gateway to Los Altos.

## Project Cost

See cost estimates for small and large sculptures, and murals for estimated cost of a call or calls for this project.

## Project 2: Los Altos Medians

## Site Description

Medians are located on major arterials throughout the City and provide a visual opportunity for two-way traffic on many vehicular corridors. Medians are often landscaped to provide visually stimulating entryways to communities or are primarily concrete. Priority roadways include: Foothill Expressway and San Antonio Road.

## Project Concept

Use existing and proposed median locations to develop public art. Placing art in medians can be a way to create gateways on vehicular corridors. Tall and skinny sculptures, mobiles, or conversely, small and wide sculptures could be repeated along a median to unify a corridor.

## Opportunities

- Median installations could enhance San Antonio Road and create continuity throughout the corridor for those entering from El Camino Real and traveling through the spine of the city. Small and simple installations that create a splash of color would draw the eye.
- Median installations along Foothill Expressway, the southern boundary of the city could be larger to accommodate the type of street Foothill Expressway is. Public art placed in these medians must be able to be seen from faster moving vehicles.

## Administrative Requirements

Encroachment permits from California Department of Transportation (caltrans) may be required for installation of art in the medians. Additionally or alternately an update to the maintenance agreement for Foothill Expressway and/or San Antonio Road may be required from Caltrans.

## Project Cost

See cost estimates for small and large sculpture for a call or calls for this Conceptual Project.

*Design Note: Images from other communities*

## Project 3: Lincoln Active Art Space

### Site Description

Lincoln Park, a large linear park that is bounded by Foothill Expressway, Lincoln, University, and Edith Avenues is immediately west of downtown Los Altos. Lincoln Park boasts 4.4 acres of greenspace that is used for various festivals and activities throughout the year, has a large gazebo, and three public art pieces entitled *Imagine That*, *Musical Gambol* and *Spare Dance for Peace*. The Los Altos Chamber of Commerce also sits just southwest of the park.

### Project Concept

Lincoln Active Art Space, a new project in Lincoln Park could have multiple options for art activities including an outdoor performance venue at the northwest portion of the long strip of land and an artist-designed skatepark closest to Main Street. The performance venue should be

a simple, outdoor amphitheater, seating no more than 250 people, with sunken seating to frame the outdoor landscape and honor the residential use that bounds the western portion of the park. The park should be framed by large sculptural pieces at the mouth of the park, off of Main.

In addition to creating active space from a rather passive park, this art intervention creates continuity from downtown to the Park as well as gateways into Los Altos from Palo Alto and Los Altos Hills. Currently, Foothill Expressway deters pedestrians from enjoying Lincoln Park whose trips originate from downtown. This programming of Lincoln Park would encourage residents and visitors to enjoy the park and all of its amenities. Programmed activities could include community theater performances, dance concerts, small movies, group exercise programs and more. The proposed programming of the park would enhance the current activities of the park, including Fine Art in the Park and would provide a location for the various performances during the weekend-long festival.

### **Opportunities**

- A large sculpture or set of sculptures could frame Lincoln park from Main Street.
- An artistic path series could be created to flow through the park to take users from the mouth to the outdoor amphitheater on the far northwest of the park. These paths could be created using solar rocks embedded in the concrete that glow at night in various colors. This low emitting light intervention would not cause light pollution for residences along the western portion of the park, but would create interest for users of the park in the evenings.
- Locations for food trucks to pull in to support small performances at the amphitheater.
- Traffic calming mechanisms to cross Foothill Expressway such as landscaped medians, bump outs, and creative crosswalks.
- Utilizing the location of this park allows the parking needs of various events to be offset because of proximity to downtown and ample parking on Lincoln Avenue.

### **Funding Possibilities**

Percent for Art Funding. Grant opportunities.

### **Administrative Requirements**

The City would manage this additional use of Lincoln Park Amphitheater as it manages other facilities. Once increased programming begins and more activity is taking place in the park both actively and passively, the Recreation and Parks Department will need to ensure its cleanliness and landscape upkeep.

### **Project Cost**

Costs for the outdoor amphitheater can vary greatly depending on the desires of the community for level of amenities. See cost estimates for large sculpture for a call or calls for this Conceptual Project.

*Design Note: Show images of other urban parks with amphitheaters, images of solar rock in concrete paths*

## **Project 4: Veterans Community Plaza redesign**

### **Site Description**

Los Altos Community Plaza sits at the corner of State and Main Streets and is a major gateway to downtown as visitors come from San Antonio. Currently, The Community Plaza is underutilized with a flag pole in the center and a series of seating.

### **Project Concept**

Develop a call for artists to reimagine the community plaza. Require the artist to work with the community to discover what they would like to see at this intersection as this is the first impression for many visitors. Require the artist to work with school aged kids as well as the general community through a design competition or a series of ideation meetings.

### **Opportunities**

Outcomes of the community engagement process could be:

- A large, interactive light piece that encompasses the entire corner.
- A large, modern sculpture that incorporates seating, lighting, free wifi and other amenities.

### **Funding Opportunities**

Capital project percent for arts funding.

### **Administrative Requirements**

Developing and executing the artist call, contract and installation

### **Project Cost**

See cost estimates for large sculpture for a call or calls for this Conceptual Project.

## **Project 5: Redwood Grove Light Installation: A breathing grove**

### **Site Description**

The Redwood Grove Nature Preserve is a source of pride for many Los Altans as it has been a place of respite for generations. Tucked along the Adobe Creek, Redwood Grove has towering redwoods, boardwalks over the creek and is in close proximity to Shoup Park which offers restrooms and parking.

### **Project Concept**

As a city focused on sustainability and environmentally sound choices, a temporary lighting exhibit showcasing the life that exists within the Redwoods would be both beautiful and impactful. This exhibit should last 3-4 months. Commission a light artist to feature the breath of the redwoods amongst the grove. This could include lighting at the base that is timed to reveal

the breath patterns of the trees. The trees could be color coded according to age, creating varying colors to express diversity and wisdom.

### **Opportunities**

- The lighting of the trees can be gradual and have different colors for different seasons. What could begin as 5 lit trees could grow to many over time. This opportunity would need to remain installed for longer than the original proposed 3-4 month period if seasons were to be considered.
- This installation could be one that is only active during spring and summer, and comes back every year. This theming would be sensitive to the natural changing of the seasons and would celebrate the anticipation of spring. The public could be placed on the cycle of nature.
- Festivals and temporary light installations could occur elsewhere in the city to call attention to other environmental causes. An additional ideal location would be in the Orchard along San Antonio, and would also act as a gateway to the downtown.

### **Funding Possibilities**

National funding opportunities including the NEA and Artplace. Capital project percent for arts funding.

### **Administrative Requirements**

Developing and executing the artist call, contract and installation.

### **Project Cost**

The cost of this project is varying depending on the number of trees lit, the intensity of the projected light, and the duration of the exhibit.

### **Project 6: Adult play opportunities near Senior Centers and in Parks**

- Cubes that ask people to move them constantly to create a collective piece. Each cube is a different weight and shape that are all part of a larger piece and are moveable by different people.

### **Site Description**

Los Altos boasts two heavily used senior centers that also function as meeting places for families and sports facilities for children. Both Hillview and Grant Community centers could develop interactive opportunities for the broad audience each facility serves.

### **Project Concept**

Release a call for artists to develop site specific works for both community centers that focus on activity for children and seniors. This could be an interactive music park or large, movable shapes in bright colors in an open space. Seniors and young families have similar needs and enjoy interacting with others. A public art installation that called for participation could be a favorable installation at these community centers.

## **Opportunities**

- A series of outdoor musical instruments could be placed in a series of parks. These pieces could be bright colors and make various noises. The instruments should also be various weights so various levels of participation can take place.
- Various large shapes that are made from plastic or wood could be created by an artist or artist team. Participants are encouraged to move the pieces to create new shapes and layouts of the installation. Each piece should be of varying weight and shapes to create ease of use for varying abilities.
- Image: Magic Harp from Maddy

## **Funding Possibilities**

Capital project percent for arts funding.

## **Administrative Requirements**

Developing and executing the artist call, contract and installation.

## **Project Cost**

It is anticipated that this project will vary in cost based on the artist selected and the amount of pieces desired.

## **Project 7: Creek Creatures**

- Large statues made with compostable or environmentally friendly materials that call attention to the flora and fauna of the Los Altos Creeks. Some are submerged in the creek, some are on the edge. As the water rises and falls, the creek creatures are submerged at different levels. These creatures become part of understanding how much water there is coming in and out of the city based on rainfall.
- Egret
- Fish
- Ducks
- Racoons
- *Design note about what creeks there are*

## **Site Description**

Los Altos is bordered by creeks that ebb and flow as there is more or less rain. The bed of the creeks are

## **Project Concept**

## **Opportunities**

## **Funding Possibilities**

## **Administrative Requirements**

## **Project Cost**

### **Conceptual Programs**

The Public Art Master Plan has identified      conceptual programs to be implemented throughout the city. The specifics of each program are explored on the following pages. Conceptual programs are not tied to specific locations and may be recurring or phased in their commission. The following programs are not ranked by priority and should be strategically selected as opportunities present themselves.

### **Program 1: Functional Art Program**

#### **Program Concept**

Functional Art designed by artists is a simple and impactful way of introducing art into the public realm. Location options range from parks and open spaces to sidewalks, greenways, right-of-ways and other public spaces. Short-term opportunities include adding artist-designed benches throughout downtown and in the parks, bike racks outside of downtown, play structures, and other project opportunities listed below.

This conceptual program will solidify the Public Work's role in ensuring art is woven into even the most utilitarian of things. It must be noted that the Los Altos Public Arts Commission should have purview over each of these art interventions.

#### **Options**

- Program to target gateway locations.
- Program to target just one or two types of infrastructure.
- Expand the current bike rack program to serve neighborhoods outside of downtown.

#### **Funding Possibilities**

Combinations of Public Art funds, General Fund, and Major Maintenance funds to leverage investments

#### **Administrative Requirements**

The Public Arts Commission will need to assess baseline costs of Functional Art items and determine the additional cost of the artist commission. In addition, city staff will also need to determine if the Public Art Program will cover maintenance of the functional art items, or if the works will be considered temporary and removed after a set amount of time. The Los Altos Public Arts Commission review and integration with the Public Works bid process is necessary.

## **Project Cost**

See cost estimates for artist-designed bike racks, crosswalks and benches for this Conceptual Program's potential costs.

*Design Note: Images from other communities*

## **Program 2: Artist in Residence Program**

### **Program Description**

The Los Altos Artist in Residence Program can define the role of the artist working within government as this program would be a pioneer program for the City. Integration of the artist would begin in the daily and long-term workings of the city to create and support social and civic practices through an integrative partnership between the City of Los Altos and the Public Arts Commission. The purpose of the program is to create art out of the systems of the city. The artist in residence would advise on major city initiatives and lead their own projects at the city level. This program is recommended on p. \_\_\_\_ as a medium term recommendation within the Priority Action Plan. The length of engagement and number of hours can be determined based on the need and number of resources.

### **Options**

- **Dedicated Workspace:** The selected artist should have dedicated workspace within City Hall in order to freely collaborate across city departments.
- **A Seat at the Table:** The artist in residence should play an integral role in nearly every department's projects including: Recreation, Parks, Planning, Public works, and Community Development. Integration into these discussions ensures that art is considered as an integral part of city workings even in the most mundane of things such as sidewalk maintenance and capital projects.

### **Funding Possibilities**

The Public Arts Commission could provide activation funds to provide administration to this program. In the future a part time staff position at the city level could be created and funded by the general fund.

### **Administrative Requirements**

A part time staff position will require minimal administrative work as well as a dedicated department to house the artist in residence.

### **Program Cost**

The program will cost a part time salary.

## **Program 3: Vacant Storefront Program: Retail**

### **Program Concept**

Our vacant storefronts could be transformed from blighted drains on the physical landscape to vibrant assets through a vacant storefront program. Several different approaches could be taken that allow for diverse options from low cost leases to artist to temporary displays.

### **Options**

Depending on the level of interest from artists, property owners, arts group and others the possibilities for the construction of the program include but are not limited to the following:

- Short Term Leases: While waiting for a long term tenant, property owners could create short term month to month agreements with artists and creative entrepreneurs in order to activate vacant retail spaces. This gives owners flexibility and creatives opportunity to utilize an otherwise inaccessible space.
- Temporary Art Installations: Artists or groups of artists could be provided opportunities to display their existing work or create new creative site specific displays in vacant spaces.

### **Funding**

Local businesses or property owners, potential statewide grants

### **Administrative Requirement**

Though this type of program could be created on an ad hoc basis it would be most successful if coordinated by a local arts or business organization

### **Project Cost**

Costs for this type of program would be very low ranging from \$1,000-\$5,000 (or more) depending on any regrantings to artists or costs paid to property owners.

## **Program 4: Temporary Mural Program**

### **Program Concept**

Artists and galleries would have their works displayed via vinyl, heat applied graphics that would be rotated regularly.

### **Options**

These temporary vinyl murals could be utilized to display existing art pieces or could be commissioned in order to generate new art pieces.

### **Funding Possibilities**

Grant funding, sponsorships from galleries or businesses for each art piece

### **Administrative Requirements**

The program would require artists or galleries to be selected in order to display the pieces as well as select and get permission for display locations.

### **Project Cost**

\$700 per vinyl displayed

## **Appendix C: Community Engagement Results**

### **Online Questionnaire 1 Results**

1. Are you in favor of bring more Public Art to Los Altos?

- a. Yes - 67%
- b. No - 21%
- c. Not Sure - 12%

2. What about Los Altos makes it unique?

- a. Small town feeling - 74%
- b. Lots of trees - 58%
- c. Local neighborhoods - 43%
- d. Schools - 32%
- e. History - 29%
- f. Art - 25%
- g. Local businesses - 24%
- h. Library - 22%
- i. Recreation/Park - 19%
- j. Shopping - 9%
- k. Architecture - 8%
- l. Restaurant/Bar/Entertainment - 6%
- m. Technology - 6%
- n. Other - 6%

Top 3: Small town feeling, lots of trees, local neighborhoods

Top "Other": Safety, location, diversity, people

Top 3 Recreation or Park: Shoup Park, Redwood Grove, Lincoln Park

Top 3 Restaurant, bar, or form of entertainment: Los Altos Grill, Aldo's, anything with outdoor seating

Top 3 Technology: Tech companies, people who work for tech companies, Silicon Valley location

3. What comes to mind when you think of public art?

- a. Types (51%)
  - i. Sculptures, murals, public, local
- b. Feelings (20%)
  - i. Thought-provoking, civic pride, intriguing
- c. Descriptions (38%)
  - i. Unique, beautiful, engaging, colorful

4. Are you in favor of the City funding a part of this effort?

- a. Yes - 77%
- b. No - 16%
- c. Other - 7%

Top "Other": Maybe, would like to see the art loaned or donated

5. My favorite activity involving arts and culture in Los Altos is...

- a. Enjoying public art around the city - 21%
  - b. Fine Art in the Park - 18%
  - c. Arts & Wine Festival - 12%
  - d. Los Altos Stage Company performances - 7%
  - e. Farmers' Market - 6%
  - f. History Museum events and exhibits - 5%
  - g. Festival of Lights Parade - 4%
  - h. Library events and exhibits - 4%
  - i. Other - 23%
6. One word that best describes Arts in Los Altos is...
- a. Positive words - 44%
    - i. Unique, fun, diverse, eclectic
  - b. Neutral words - 29%
    - i. Minimal, need more, limited, sleepy
  - c. Negative words - 27%
    - i. Amateurish, strange, lacking, inconsistent
7. A great idea for growing the Arts in Los Altos is... (in no particular order)
- a. Increased funding such as % for arts, public funding, funded arts commission
  - b. Involving local artists and the community in the creation of Los Altos public art
  - c. More public events for the community to celebrate art generally, specific art installations, and to learn about and create art
  - d. Creating an art walk and map
  - e. Temporary installations around the city, including loaned art from museums
8. Do you have any thematic ideas about new public art pieces you would like to see in Los Altos? If yes, what are your ideas? (Examples can range from colors and textures, specific elements of our local culture and anything else relevant you can imagine.)
- a. Nature - 17%
  - b. History - 15%
  - c. Colorful - 11%
  - d. Interactive | Kinetic - 11%
  - e. Diversity - 6%
  - f. Sculptures - 6%
  - g. Downtown - 4%
  - h. Murals - 4%
  - i. Technology - 4%
  - j. Other - 22%
9. What kind of public art do you want to see more of in Los Altos?
- a. Functional street furniture designed by artists (Signage, bike racks, utility boxes, bus shelters, benches, etc) - 72%
  - b. Sculptural - metal, stone, ceramic, wood - 59%

- c. Murals - 54%
- d. Lighting and Public Art - 42%
- e. Community Art Projects - 39%
- f. Mosaics - 39%
- g. Kinetic - 35%
- h. Interpretive or educational works - 34%
- i. Interactive - 30%
- j. Technology and Art - 28%
- k. Glass works - 24%
- l. Multimedia - 14%
- m. Two dimensional works - 10%
- n. Textile - 7%
- o. Other - 9%

Top 3: Functional street furniture designed by artists, sculptural, murals  
 Sculpture media preference: Stone (82%), Metal (81%), Wood (61%), Ceramic (50%), Other (5%)  
 Top "Other": Environmental, larger pieces, historical, educational

10. Please rank art types in order of preference from most preferred (1) to least preferred (10):

- a. Banners (7.52)
- b. Gateway Art (4.33)
- c. Interactive/Participatory Art (4.81)
- d. Mosaics (5.18)
- e. Murals (4.44)
- f. Performance Spaces (5.03)
- g. Pop-up or temporary installations (4.62)
- h. Site-Specific Work (3.74)
- i. Sculpture (3.97)

Top 3: Banners, Mosaics, Performance Spaces  
 Top "something else": Landscaping, Interactive, Kinetic, Sidewalk, Transportation

11. The City of Los Altos should focus public art efforts on: (Select all that you endorse and add any initiatives you like and think could be launched in Los Altos.)

- a. Art integration with building projects - 63%
- b. Street furniture and landscapes - 58%
- c. Local artists - 52%
- d. Parks - 52%
- e. Entry points to the City (Gateways) - 49%
- f. Artist led projects - 37%
- g. Temporary Art installations - 34%

- h. Incorporating student artwork into the public art strategies of the master plan - 33%
- i. Community art projects - 32%
- j. Corridors (thoroughfare or heavily traveled road) - 30%
- k. Interactive - 29%
- l. Kinetic - 27%
- m. Wayfinding: Creative directional signage - 27%
- n. Technology and Art - 20%
- o. International public artists - 19%
- p. Commissioned Public Art - 18%
- q. National public artists - 18%
- r. Artlets (conversion of curbside parking into installs with potential mini park features) - 11%
- s. Thematic Art - 11%
- t. Other - 5%

Top 3: Art integration with building projects, street furniture and landscapes, local artists

Top "Other": Landscaping, outside downtown

12. I'd like to see new public art pieces at...

- a. Downtown - 14%
  - i. Murals, student-designed pieces, store windows
- b. Gateways - 7%
  - i. Kinetic, sculptures, flowers
- c. Library - 5%
  - i. Interactive, water, educational
- d. Parks - 5%
  - i. Sculptures, water, interactive, kinetic
- e. Throughout - 4%
  - i. Pop-up, utility boxes, pavement/crosswalk
- f. Lincoln Park - 4%
  - i. Interactive, kinetic, functional
- g. Other - 61%

13. The City of Los Altos should focus its growth through... (Please rank in order of most important (1) to least important (6))

- a. Placing public art in parks (2.81)
- b. Incorporating public art into walking and biking trails (3.13)
- c. Placing public art in shopping and dining area (2.52)
- d. Incorporating public art into public facilities (2.49)
- e. Placing public art at major intersections/gateways (2.96)
- f. Artist-led initiatives (3.46)

Top 3: Artist-led initiatives, Incorporating public art into walking and biking trails,  
Placing public art at major intersections/gateways

Top “something else”: Small art museum, loaned and donated art, interactive art,  
thematic art

14. Are you a resident of Los Altos

- a. Yes - 91%
- b. No - 9%

15. Do you work in Los Altos?

- a. Yes - 33%
- b. No - 67%

16. How often do you visit (non-resident/worker)

- a. Weekly - 80%
- b. Monthly - 10%
- c. Few times a year - 7%
- d. Yearly - 3%

### **Online Questionnaire 2 Results**

1. Los Altans indicate a strong preference for nature and whimsy, confirming our city motto: “a great place to live and to raise a family.”

Overwhelming favorites are open spaces and a bronze statue of children playing:

- 1. Redwood Grove University Ave.
  - a. 80% “love it”
  - b. 92% “love it” or “like it”
- 2. Heritage Orchard Civic Center
  - a. 54% “love it”
  - b. 85% “love it” or “like it”
- 3. Olympic Wannabes Village Park
  - a. 53% “love it”
  - b. 80% “love it” or “like it”
- 4. Magic Fish, Main Library
  - a. 32% “love it”
  - b. 74% “love it” or “like it”
- 5. Zoo Scape, Main Library
  - a. 31% “love it”
  - b. 68% “love it” or “like it”

2. Public Art is more loved than hated. Respondents were reluctant to “hate” an art work. The highest “hate” scores were much lower than the highest “love scores.

- 1. Archimedes Goose, Springer Road and El Monte

- a. 15% “hate it”
  - b. 49% “hate it” or “dislike it”
  - c. Only 11% “love it”
2. Doors, Lincoln Park
    - a. 13% “hate it”
    - b. 31% “hate it” or “dislike it”
    - c. Only 28% “love it”

*Note that the two most loved, Redwoods and Orchard are also the least hated: 0% and 1% respectively.*

3. Some art did not arouse much interest or passion.

1. Singer Bust in Storage
  - a. 40% “no opinion”
2. By the Sea
  - a. 39% “no opinion”

*Note that the 3 most loved- Redwoods, Olympic Wannabes and Orchard- are at the bottom of the “no opinion” list: 7%, 10%, and 12% respectively.*

4. What’s important to you when selecting and displaying art?

- a. Emotion it elicits- 75.4%
- b. Context: where it’s located- 56.7%
- c. Historic references- 24.2%
- d. Information about the artist and the work- 22.7%

5. Do you agree with this statement from the Public Arts Master Plan, “Public art helps us celebrate our heritage, communicates our direction, and characterizes our sense of place.”?

- a. Absolutely- 47.1%
- b. Somewhat- 26.8%
- c. No opinion- 5.08%
- d. Not so much- 13.9%
- e. Not at all- 7.1%

6. Overall, what do you think of the public art in Los Altos?

- a. Love it- 25.9%
- b. Like it- 47.5%
- c. No opinion- 8.2%
- d. Dislike it- 15.6%
- e. Hate it- 2.84%

7. What should Los Altos do to encourage public art? Please check all that apply.

- a. Continue the artist loaner program where artists offer works for temporary display- 81.2%
- b. Reach out to museums and galleries to expand the loaner program- 64%
- c. Encourage art donations from artists, organizations and individuals- 68.2%

- d. Use funds from the city budget to buy art works - 26.4%
- e. Require developers to pay a small percent of the building cost for art- 41.4%
- f. Require developers to place an art work on or in front of their building- 26.7%
- g. Do nothing- 4.5%
- h. Other- 16.4%