

The City of Los Altos

PUBLIC ART

- MASTER PLAN -



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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. 6)

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 our priorities. Ultimately, the art selected for our city should be work that reflects our unique community and would feel less appropriate elsewhere. (p. 18)

Innovate: Our public art should showcase our forward-thinking culture.

Sustain: Our public art should highlight the natural beauty of our environment and draw attention to our efforts to preserve and integrate our town with the landscape that preceded it.

Honor: Our public art should tell the story of Los Altos - its historic roots and its present role.

Take Risk: Our public art should be adventurous and reflect the bold nature of our community.

Captivate: Our public art should stand out and engage with the residents of Los Altos intellectually, aesthetically, and emotionally.

Unite: Our public art should establish common ground for the community. While not everyone will like every work, the community should understand why each piece was deemed appropriate for placement in Los Altos and the underlying shared values each piece is intended to represent.

Integration of public art into the built environment: Through adoption of a public and private percent for arts ordinance, the city will ensure the integration of art into any new municipal buildings as well as in any new private commercial developments. (p. 24)

Priority Action Plan: Short, Medium, and Long-term strategies to develop a robust Public Arts Program. (p. 30)

Conceptual Projects and Programs: Appendix B presents a varied list of options to fund as opportunities present themselves both in the proposed locations and in the budget. (p. 71)



GO BEYOND THE TRADITIONAL

Los Altos and their ideas will shape the future of our region, our country, and the world at large. Now is the time to ensure that our culture and our place in the world aren't expressed merely as intangibles, but in our physical environment. The story of our community is told by public art. Our civic infrastructure should 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 to find common ground that will define how we see ourselves and wish the world to view us.

Our community is sought out by visitors and

future residents from around the Bay Area. Public art will 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 with the trajectory of our city - as will the scale and diversity of artwork placed in our community. That growth, however, will not



Chapter 1

WHY A PUBLIC ART MASTER PLAN?

be random or unfocused. Instead it will follow the guidelines of the community character framework outlined by this 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 express it through the art we display.

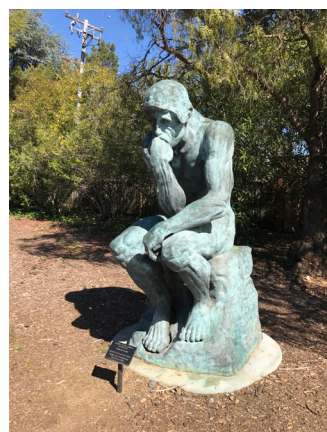
Chapter 2

REFINING THE LOS ALTOS PUBLIC ARTS PROGRAM



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, 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.



WHAT WE ASKED

Each stakeholder was asked about their perception of the Los Altos Public Arts 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.

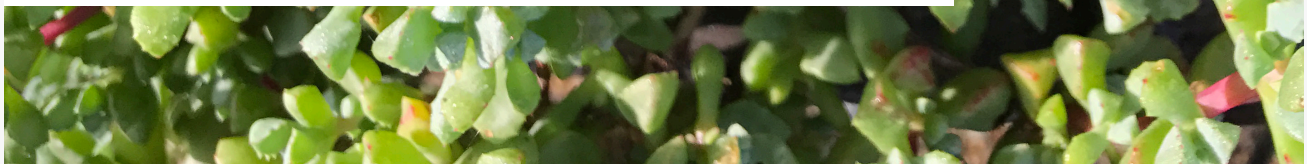
Los Altans were then invited to participate in a series of events, which included an artist talk and workshop with a local muralist, Morgan Bricca, and a panel discussion entitled smART Planning: a Discussion on Art, Place, and Innovation. Panelists included: Paul Buchheit of Y Combinator, Danny Harris 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, as well as a pop-up 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 and events. At the same time, a questionnaire was circulated independent of the master plan process by a resident of the city. This additional questionnaire helped to bring about awareness of the process and generate interest in the master plan. With the permission of the circulator of the additional questionnaire, its 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 Altos residents shared their vision about the future of Public Art in Los Altos.





WHAT WE HEARD

The following themes emerged throughout the planning process:



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.

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 can significantly increase attachment to place.

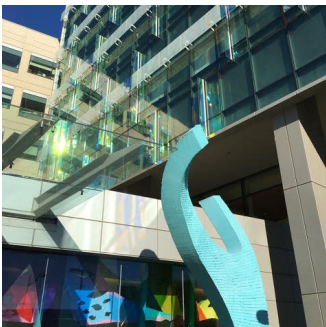


PUBLIC ART

should be integrated into many facets of the Los Altos community, including parks, schools, infrastructure projects, transportation projects, public works projects, and private development. Strategic integration of public art into the architecture and design of these elements will continue to increase the vibrancy of Los Altos.

HIGH QUALITY

public art from world-class artists is needed to reflect the innovation and connectedness that Los Altos residents value and exude.



FUNDING

the Los Altos Public Arts Program must be a priority in order to continue to compete with neighboring communities. Public art is perceived to be a differentiator.



MISSION

The mission of the Public Arts Commission is to advise 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

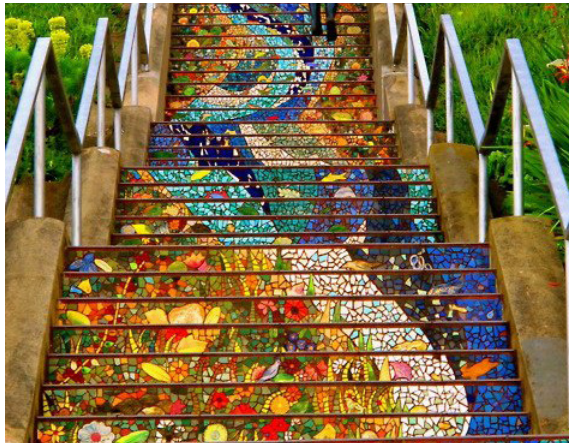
The vision of the Los Altos Public Arts program is to enrich the lives of all Los Altos citizens through honoring its history, celebrating its culture, and creating rich experiences for residents and visitors through art in city planning initiatives, public spaces, and infrastructure.





GOALS AND GUIDING PRINCIPLES

The following goals and guiding principles will 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 will be based on these goals and guiding principles.



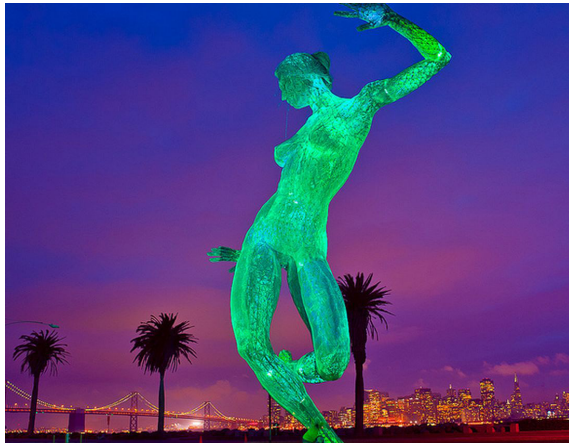
ENHANCE COMMUNITY CHARACTER AND SOLIDIFY ATTACHMENT TO PLACE

Our art will build awareness of the community history of Los Altos, our identity, the cultures represented in our community, and our geography. We will 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.



PURSUE EXCELLENCE IN URBAN DESIGN AND PUBLIC ARTS

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



CONTRIBUTE TO COMMUNITY VITALITY

Public art in Los Altos will stimulate economic activity and tourism in order to enhance our overall economy. Our art programs will build capacity through cooperation between the private and public sectors, artists, and community members. We will not only develop but also prepare to maintain thoughtful artworks well into the future.



INVOLVE A BROAD RANGE OF PEOPLE AND COMMUNITIES

Los Altos will 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 will provide opportunities for the community to gather and to celebrate the City's diversity.



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 will 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.



USE RESOURCES WISELY

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

Chapter 3

ESSENCE OF LOS ALTOS





As a result of our extensive public engagement process, clear elements emerged of what makes Los Altos both unique and an integrated part of the larger region. A major goal of the Public Art Master Plan is to focus the program after its first thirty 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 alike.

The following framework becomes a family of components that speak to the core of the identity of the City and should be used to evaluate city-purchased artwork, new public art installations commissioned by the city, and private donations of art. 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 our public art to express the affection and pride we have for our city and to make Los Altos stand out among other communities within Silicon Valley as a place that values innovation and excellence in all aspects of daily life.

Artists may mix and match these elements into their designs or 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.

THE ESSENCE OF LOS ALTOS



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.

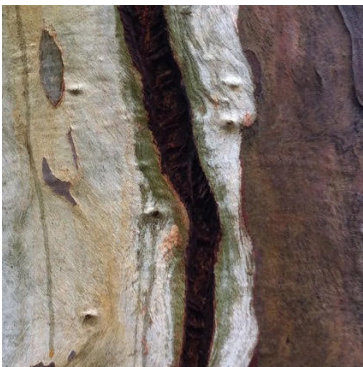
Creeks and Streams
Canopy of Trees
Rolling Hills
Birdsong
Fragrant Evergreens and Grasses
Crisp Air



OUR COLORS

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

Apricots
Cherry and Citrus
Pine
Sun-Kissed Hills
Chinese Pistache
Redwood



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
Pioneers
Historic Interpretation

VILLAGE IN THE VALLEY

Pet Loving
Neighborly
Generous
Harmonious
Charming
Family-Oriented

We're a place where you get a wave and a smile from neighbors on your evening walk or from fellow shoppers at the grocery. We look out for one another and lend a hand when needed.



INNOVATION LIVES HERE

Falling Forward
Ingenuity
Founders
Progressive Design
Originators
Futurist

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



ENGAGED

Cycling
Wellbeing
Parades
Balanced
Active
Festive

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.



VALUE STATEMENTS

Utilizing the overall Essence framework, six 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.

INNOVATE

Our public art should showcase our forward-thinking culture.

SUSTAIN

Our public art should highlight the natural beauty of our environment and draw attention to our efforts to preserve and integrate our town with the landscape that preceded it.

HONOR

Our public art should tell the story of Los Altos - its historic roots and its present role.

TAKE RISK

Our public art should be adventurous and reflect the bold nature of our community.

CAPTIVATE

Our public art should stand out and engage with the residents of Los Altos intellectually, aesthetically, and emotionally.

UNITE

Our public art should establish common ground for the community. While not everyone will like every work, the community should understand why each piece was deemed appropriate for placement in Los Altos and the underlying shared values each piece is intended to represent.





Chapter 4

PLACE BASED STRATEGIES

The City of Los Altos is one of Silicon Valley's most beautiful cities. With a number of 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, urban development, Los Altos takes great care to make sure the size, scale, and proposed use of any new developments are appropriate for the spirit and feel of the city. Future projects and development should integrate unique art and elevated design. By integrating Los Altos' cultural values into its public spaces and new architecture, Los Altos can continue to shape its identity around experience of the place rather than by intensity of development. These values can be interwoven throughout the 6.5 square-mile community.

Though targeting specific uses and locations that residents shared were priorities, public art will 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 density of surrounding cities. The opportunity to infuse nature with 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.



INTEGRATED INTO INFRASTRUCTURE

The vision of the Los Altos Public Arts program is to enrich the lives of all Los Altos residents 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.



IN 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 of 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.

TYPES OF PUBLIC ART



MURALS | MOSAICS

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

While adding permanent works of art to the city's 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 Altans overwhelmingly supported the installation of murals and mosaics.



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 its surroundings to enrich its 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 gateways.



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 vacant 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 creates 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.



PERFORMANCE SPACE | GALLERY SPACE

Performance art captures imaginations using speech, song, and dance. Performance art can be spontaneous or planned well in advance. It 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.



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 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.



FUNCTIONAL ART

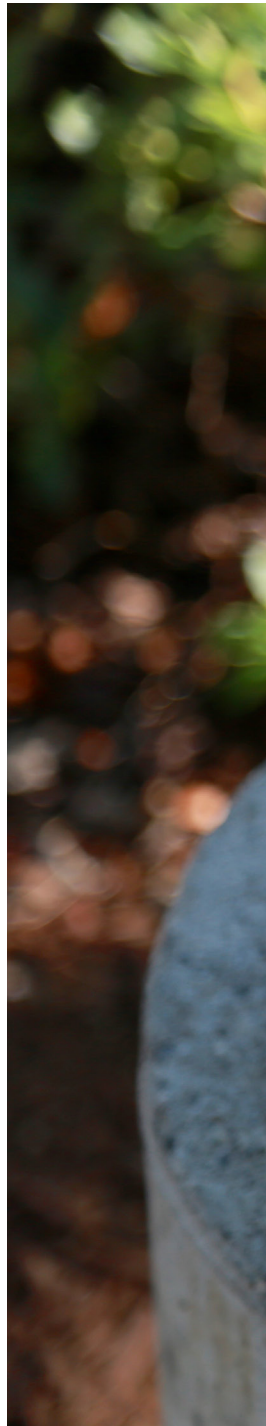
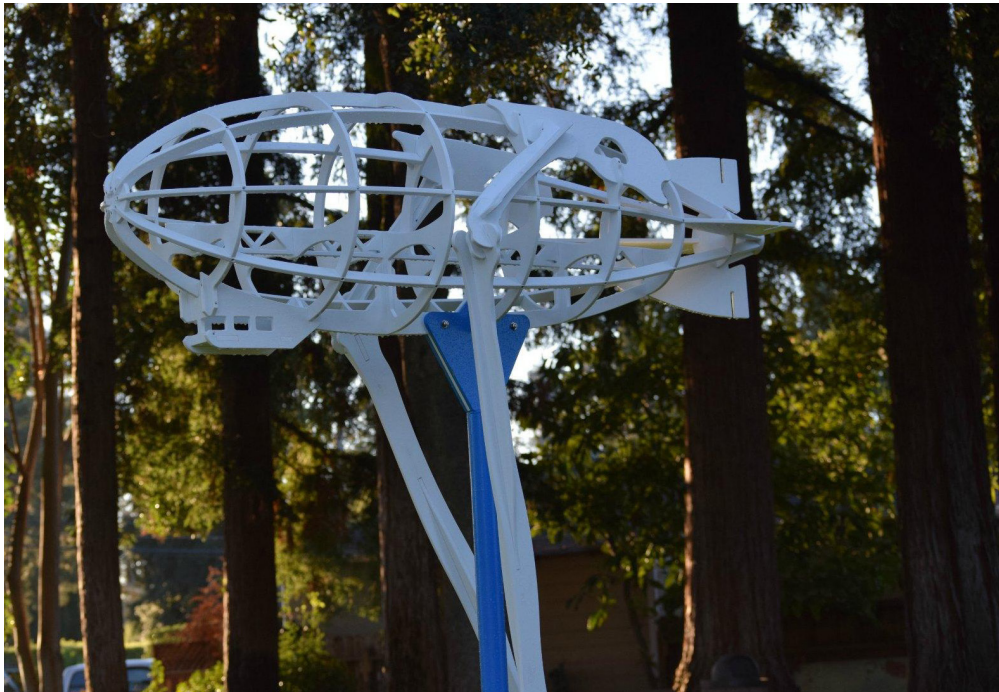
Because the City of Los Altos is always improving the public realm with updated infrastructure that citizens use daily, the city has a unique opportunity to implement “Los Altos specific” designs in place of otherwise ordinary pieces of infrastructure. Integrating local cultural values into infrastructure 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 also integrating “Los Altos Functional Art” on their properties.

Chapter 5

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 Public 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 for 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 Community Services

The Recreation and Community Services 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 Recreation and Community Services staff, the Public 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 for securing and maintaining funding. It will be the responsibility of City Council to enact the policy recommendations set forth in 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, at a minimum, planning for parks, resident and commercial development, and transportation.

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.

Public Works Department

The Public Works Department is a significant partner in the installation of public art throughout the public sphere of Los Altos. This significance is evident in the department's responsibilities, including the implementation of the city's infrastructure projects, providing structural review of exterior installations, and in permitting works that encroach on the Public Right of Way. As the Public Art Master Plan considers artist opportunities in functional infrastructure, medians, civic construction sites, and site-specific improvement sites; Public Works is a vital partner in the expansion of public art into the most banal of locations.

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 and arts and culture programming, as well as 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 an integral part of the community. 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. First, the school system has the opportunity

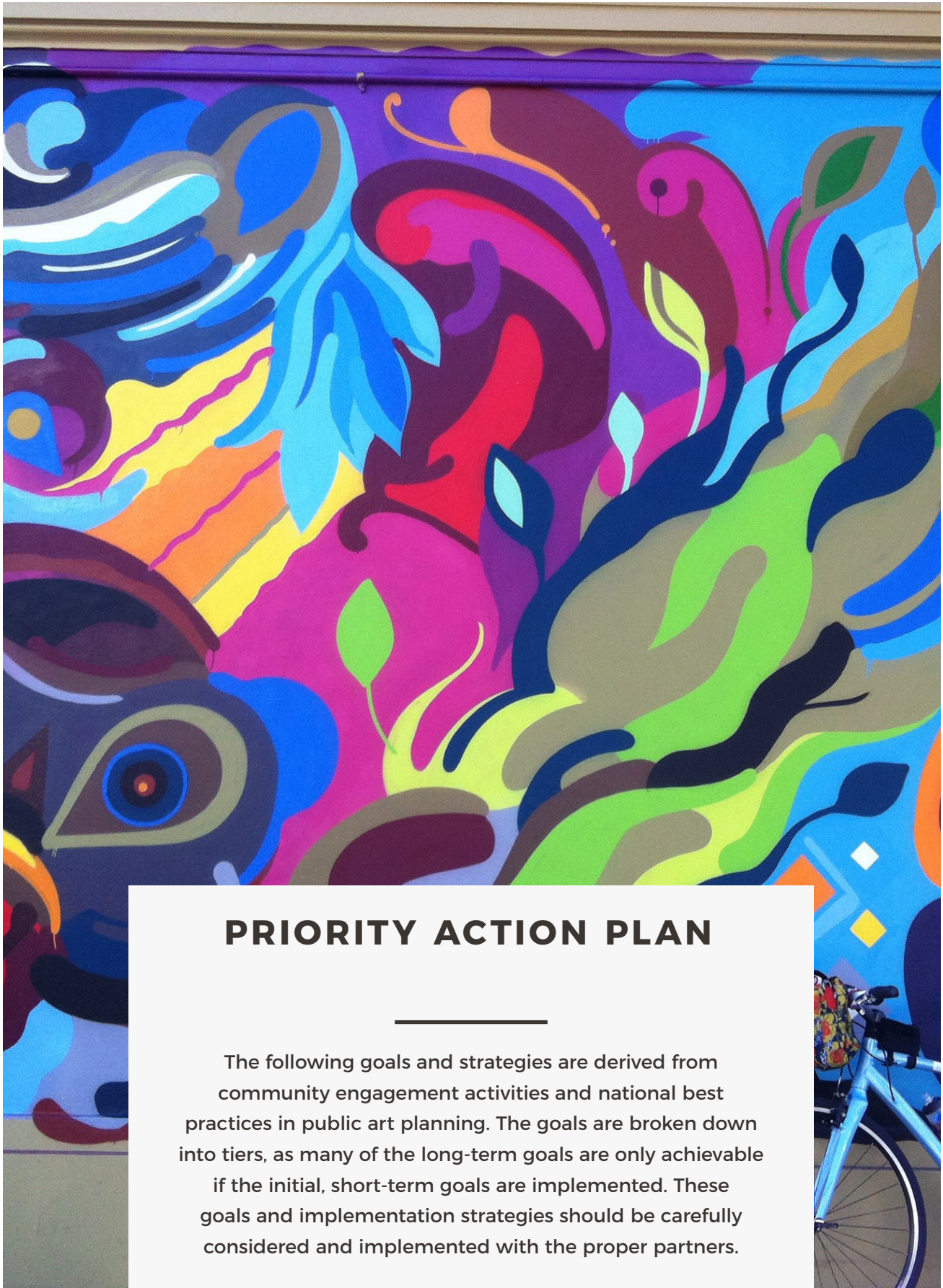
to integrate artwork into its physical environment when building or renovating its facilities. Second, the schools must educate our children both in the arts and on their importance. Schools should partner with others within this list in order to maximize programming opportunities.

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 and ensure that it is a unique location in the region.

Our Historic Resources

The Los Altos Historical Commission and the History Museum are natural partners for public art installations and programming that involve topics of Los Altos Heritage. The mission of the Historical Commission is to identify and promote awareness of the city's heritage, while the Historical Museum strives to engage tourists and locals in new and creative content that call attention to the past for a more informed future. Collaboratively, both the Commission and the Museum will be a critical partner with the Public Arts Commission when developing content for installations that nod to the past.



PRIORITY ACTION PLAN

The following goals and strategies are derived from 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, short-term goals are implemented. These goals and implementation strategies should be carefully considered and implemented with the proper partners.

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



FUNDING

Create a part-time staff position within the Community Development Department entitled Cultural Arts Manager. In order to maximize the effectiveness of the Public Arts Program, it is necessary to dedicate staffing resources to the Public Arts Program. This staff position should be entitled Cultural Arts Manager. This staff position title is broad in nature and allows for expansion of responsibility.

This position's 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 the 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 the procurement of outside funding sources.

Adopt the Los Altos Public Arts Program Percent for Arts Ordinance in Public and Private Development. (See p. 58 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 Arts 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 a list of approved sites. The current monies 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 an 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 development. 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:

- Type of public art
- Specific location
- Materials used
- Artist
- Current and projected maintenance needs
- Determination of whether or not the piece is on loan or is part of the permanent collection
- If on loan, how long the piece has been on display
- If on loan, from whom

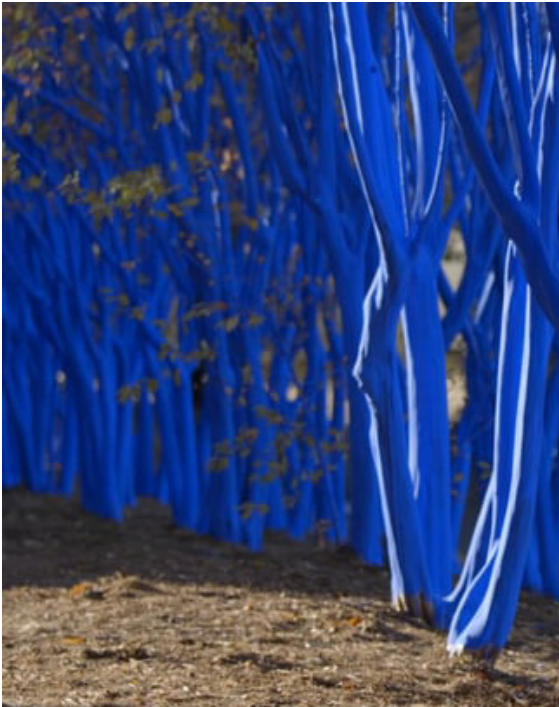
4. Develop a maintenance plan for the existing collection. Address short and long-term maintenance as a necessary focus for the City of Los Altos. The breadth of the city's collection results in many concerns that require attention at varying degrees of regularity.

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 of maintenance, and costs should be recorded and integrated into the Maintenance Department's general maintenance plan.

5. Develop an inter-departmental process for collaboration. Within each city department, develop an internal processes for coordination between departments. Departments include: Community Development, Public Works, Recreation and Community Services, and any additional city departments that manage projects funded by Public Arts Program funds. This must also address the process of requesting funds for public art in each department's projects.

6. Adopt the Los Altos Public Art Maintenance Policy. (See p. 55 for Proposed Maintenance Policy)

7. Adopt the Los Altos Public Art Donation Policy. (See p. 51 for Proposed Gift Policy)



CASE STUDY | CHATTANOOGA, TN

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.

ARTIST SUPPORT

Prioritize easily implementable projects and programming such as temporary art, 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 Arts Program funds to leverage and provide matching monies for grant opportunities from local, state, and national organizations. Target grants to strategic placemaking endeavors or programmatic actions such as:
 - a. Programming that supports cultural diversity in the arts;
 - b. Programs for reaching underserved communities;
 - c. Projects that integrate arts and culture into community revitalization work such as land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies;
 - d. Projects that utilize the arts to support the creative needs of non-arts sectors;
 - e. Projects that explore the intersection of artistic creativity and creativity in non-arts sectors;
 - f. Projects that use the arts and the creative process to address complex issues; and
 - g. Programming that celebrates heritage or history of a specific place.

CASE STUDY | PORTLAND, OR

In most realms of civic engagement and improvement it is common for municipal programs to leverage nonprofit partners and volunteers. One opportunity to enhance the Los Altos Public Arts 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 7th Annual Disability Pride Art and Culture Festival. Such large events are frequently only made possible by the support of many volunteers. In addition to volunteers, these events were made possible by their 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 nonprofit, the Regional Arts and Culture Council further enhanced its reach, allowing it to generate a larger amount of art and arts-related activities for the region.

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. 22 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.
3. Develop a list of qualified artists. This list should include artists that are well-oriented to the Los Altos Public Arts 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.
4. Create a volunteer program to engage non-artists to assist with events or artist installations.
5. Prioritize more expensive or difficult-to-implement projects and programming such as sculptures, gateway pieces, and functional art.

LONG-TERM GOALS AND STRATEGIES (5+ YEARS)

FUNDING

Explore additional funding mechanisms for larger public art installations. Examples include the incorporation of a public art strategy into Hotel/Motel Tax and utilization of Business Improvement Districts (BIDs) 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 the Public Art Master Plan in 3 to 5 years to respond to opportunities and challenges as the program grows. This can be done internally by the Commission or city 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 the most expensive or difficult to implement projects and programming such as monumental sculptural pieces and multi-piece installations.

Appendix A:

RELEVANT PROPOSED POLICY



LOS ALTOS PUBLIC ARTS PROGRAM RESPONSIBILITY AND AUTHORITY OF THE LOS ALTOS PUBLIC ARTS COMMISSION

LOS ALTOS PUBLIC ARTS COMMISSION

PURPOSE AND RESPONSIBILITIES

The Los Altos Public Arts Commission, established in _____, advises the Los Altos City Council in all matters pertaining to city-sponsored public arts programs. The Commission's primary goal is to increase the public's awareness of all visual arts including, but not limited to, exhibition of sculpture, paintings, mosaics, photography, and video.

The Los Altos Public Arts Commission, as a decision-making body within the Los Altos city government, will be responsible for interpreting and reviewing proposed public art projects based on the criteria identified in these policies and procedures, and making recommendations to the Los Altos City Council based on the following criteria:

- Project site selection;
- Conservation and maintenance of artworks;
- Gifts and loans; and
- Deaccession and removal.

MEMBERSHIP

The Los Altos Public Arts Commission will be comprised of seven Los Altos residents, each serving a four-year term with an option for a renewable, one time additional term. Commission members will be recommended and approved by the Los Altos City Council and will be representative of the community demographic.

PROCEDURES

Commission members will not recruit applicants or submit applications for the placement of their own artwork and/or projects. Commissioners must refrain from giving advice to applicants or answering their questions and direct such questions to the Staff Liaison. If the Commission holds a public meeting, the hearing will be open to the public and the dates, times, and locations of these meetings will be posted on the City's website. Decisions will be based on a simple majority vote of the commission.

CONFLICT OF INTEREST

Commissioners will declare any and all conflicts of interest for all projects and artwork under consideration at the beginning of their meetings. A conflict of interest exists if a Commissioner, an organization the Commissioner is associated with, as a staff or board member, or a Commissioner's family member, has the potential to gain financially from the project under consideration by the Commission. In order to promote public confidence in this process, a Commissioner may also consider declaring a conflict if they think there may be a perception that they have a conflict. If a Commissioner has a conflict, he/she must not participate in the Commission's discussion or decision regarding the project. They must also refrain from discussion about the project and from influencing fellow Commissioners.

ARTIST SELECTION PANELS

PURPOSE AND RESPONSIBILITIES

The role of the artist selection panels will be to interpret and review artist's proposals based on the selection criteria. An artist selection panel will be used in the following cases:

- Any project under consideration by the Commission that exceeds \$50,000.00; and
- The Commission deems that a project necessitates additional public input.

MEMBERSHIP

Membership will be recommended by the Staff Liaison and approved by the Los Altos Public Arts Commission. The panel will be representative of the community demographic and will consist of at least five members with the following representation:

- Artist or arts administrator;
- Project architect or landscape architect (if this representative wishes to recruit applicants, they will be non-voting);
- Public Arts Commissioner;
- A project site representative (i.e., board member or departmental representative);
- Public Works staff member;
- Community representative; and
- 2 at-large members (may be from project steering committee if not already represented, or students, educators, elected officials, etc.).

PROCEDURES

Panelists will not recruit applicants or submit applications for projects, except the project architect or landscape architect. Panelists will refrain from giving advice to applicants or answering their questions, and direct such questions to the Staff Liaison. All Panel meetings are open to the public; dates, times, and locations of these meetings will be posted on the city's website. The Staff Liaison will provide Panelists with a ballot to assist them in reviewing each application or interview. Decisions will be based on a simple majority vote of the Panel.

CONFLICT OF INTEREST

Panelists will declare any and all conflicts of interest for all projects and artwork under consideration at the beginning of their meetings. A conflict of interest exists if a Panelist, an organization the Panelist is associated with as a staff or board member, or a Panelists' family member, has the potential to gain financially from the project under consideration by the Panel. In order to promote public confidence in this process, a Panelist may also consider declaring a conflict if they think there may be a perception that they have a conflict. If a Panelist has a conflict, he/she must not participate in the Panel's discussion or decision regarding the project. They must also refrain from discussion about the project and from influencing fellow Panelists.

LOS ALTOS PUBLIC ARTS COMMISSION STAFF LIAISON

The Public Arts Commission Staff Liaison will oversee the Public Arts Program, as well participate in the planning, purchasing, commissioning, donation, placement, handling, conservation, and maintenance of public artwork under the jurisdiction of all City departments.

CITY DEPARTMENTS

City Departments may recommend projects for possible funding or staff support by the Public Arts Program. They may also include side proposals and funding in their own Capital Improvement Plans. City Departments are also accountable to the City's public art policies and procedures. Public art projects under the jurisdiction of any City Department must be reviewed and approved according to the public art policies and procedures contained within this document.

INDEPENDENT BOARDS AND COMMISSIONS OF THE CITY

Independent Boards and Commissions may recommend their projects for possible support by the Public Arts Program. They may also include public art projects in their own requests to the Capital Long-Range Improvement Committee. Public art projects developed in partnership with these entities must be reviewed and approved according to the public art policies and procedures contained within this document. City staff coordinating public art projects will work closely with the staff of these boards and commissions when working in partnership with them or placing projects on their property. Agreements with these Boards and Commissions will reflect and include the policies and procedures of all partners.

LOS ALTOS PLANNING COMMISSION

The preliminary location of public art projects and gifts will be reviewed by the Planning Commission in the design review process (unless they waive this review). The Planning Commission will review donations and loans when applicable.

MAYOR AND CITY COUNCIL

The Mayor and City Council are tasked with the following:

- Approval of the budget for the Public Arts Program, as well as for any other budgets for public art;
- The appointment of Los Altos Public Arts Commission Commissioners;
- The approval of all contracts in excess of \$75,000.00;
- The annual assessment of city-owned artwork repair and maintenance needs; and
- The selection and pre-approval of a group of public places and sites that the Commission may choose to place public artwork.

THE COMMUNITY

Neighborhood associations and nonprofit organizations may be invited to submit Requests for Proposals (RFPs) for specific projects in their communities. Members of the community will serve on project and artist selection panels. Community members will help generate selection criteria for projects. The City will also hold local neighborhood meetings to gather community input on location, safety, maintenance, and community involvement issues.

ARTISTS

Artists may be invited to submit Requests for Proposals (RFPs) for the creation of works of public art. Local artists will also serve on project and artist selection panels.

PROJECT SUB-COMMITTEES

A Sub-Committee of Commissioners will be created to oversee the creation of each public art project.

PRIVATE SITE OWNERS AND DEVELOPERS

Private site owners and developers must also comply with the City's public art policies and procedures when working in partnership with the program. City staff coordinating public art projects will work closely with the representatives of these private sites and adhere to their policies when working in partnership or placing projects on their property. Agreements entered into with private site owners must reflect and include the policies and procedures of all partners.

LOS ALTOS PUBLIC ARTS PROGRAM DEACCESSION AND REMOVAL POLICY

OBJECTIVES

- Maintain a deaccession program that results in a high-quality, City-owned public art collection;
- Eliminate artworks that are unsafe, not repairable, or no longer meet the needs of City of Los Altos;
- Respect the creative rights of artists;
- Keep the deaccession process as clear and simple as possible; and
- Support an efficient workload for staff.

DEFINITIONS

Deaccession means to remove a work from the City's collection by selling, donating or destroying it.

LIFE SPANS

- Temporary means up to 5 years.
- Medium-Term means up to 15 years.
- Long-Term means up to 50 years.
- Permanent or Site-Integrated means part of site and/or structure and cannot be removed.

GENERAL POLICIES

INTEGRITY OF ARTWORKS

The Los Altos Public Arts Program will seek to insure the ongoing integrity of the artwork and the sites for which they were created, to the greatest extent feasible, in accordance with the artist's original intentions, and consistent with the rights afforded by the 1990 Visual Artists Rights Act.

ACCESS TO ARTWORKS

The City will seek to assure continuing access to artwork by the public, although the City may limit availability due to circumstances such as funding, public safety, display space, and deaccession processes.

LIFESPANS

Life spans that have been assigned to the work during the commissioning process will be taken into consideration as part of requests for deaccession or removal. For artworks that have not been assigned a life span, the Staff Liaison to the Public Arts Commission may engage experts to assist in assigning the artwork a life span, based on the life expectancy of the artwork's materials and fabrication methods.

APPLICATION PROCESS

PRELIMINARY REQUEST

Permanent artworks must be in place for at least five years before deaccession or removal requests will be considered. Deaccession or removal requests may be submitted by one of the following:

- Neighborhood organization;
- City Department;
- Independent Board or Commission of the City; and
- City Council Member.

The Public Arts Commission reviews a preliminary request from the applicant. If this commission votes in favor of considering the request, then the Staff Liaison works with the applicant to bring a full proposal before the Los Altos Public Arts Commission.

DEACCESSION AND REMOVAL FORM

The Staff Liaison to the Los Altos Public Arts Commission will provide applicants with an application form that will serve as the applicant's formal request for consideration by the Los Altos Public Arts Commission.

REVIEW PROCESS

The Los Altos Public Arts Commission will review requests and will make a decision regarding the deaccession and removal.

PUBLIC MEETING

Public Meeting

The Los Altos Public Arts Commission will hold at least one public meeting for the purpose of gathering community feedback on a proposed deaccession or removal. The Commission may also decide to hold additional public meetings or gather community input through other methods.

ARTIST INVOLVEMENT

Artist Involvement

If deaccession or removal is recommended, the artist (if available) will be contacted and invited to provide input to the Los Altos Public Arts Commission.

RECOMMENDATION

The Los Altos Public Arts Commissions' recommendation may include dismissing the request and/or modifying, moving, selling, donating, disposing, or storing the artwork.

COSTS

If deaccession accommodates the applicant's interests or project, they may be required to cover the costs of deaccession.

COMPLIANCE WITH APPLICABLE POLICIES AND REGULATIONS

Deaccession and removal of artwork will be done in a manner that complies with all other applicable city, state, and federal procedures, policies and regulations. For example, deaccession and removal actions must comply with applicable procedures and laws relating to the disposition of city property and with laws protecting artists' rights.

REVIEW CRITERIA

The criteria listed below will be used for evaluating requests for deaccession or removal.

STIMULATE EXCELLENCE IN URBAN DESIGN AND PUBLIC ARTS

- Is the artwork of inferior quality in concept or construction or compared to other artwork commissioned by the City?
- Is the artwork fraudulent or not authentic?
- Is the artwork not unique and/or a reproduction?
- Is the artist over represented in the City's collection?
- Does the applicant wish to replace the artwork with a more appropriate work by the same artist?
- Does the artist lack a significant or engaging body of work?

ENHANCE COMMUNITY IDENTITY AND PLACE

- Is the artwork significantly less appropriate given changes in the function or character of the setting or the community?
- Does the artwork lack historical value?
- Is the artwork contrary to adopted policy and historic use or master plans?
- Is the artwork incompatible with the current site design and function and/or the design and function of other possible sites?
- Is the site going to be demolished or adapted, or is it not possible to successfully incorporate the artwork into redevelopment of the site?
- Is no suitable new site available for the artwork?

CONTRIBUTE TO COMMUNITY VITALITY

- Is the site no longer publicly accessible?
- Has the artwork been the source of significant adverse public reaction over at least five years?
- Has the artwork failed to contribute to the overall community dialogue about civic issues?
- Is the artwork unsafe?

INVOLVE A BROAD RANGE OF PEOPLE AND COMMUNITIES

- Has the applicant gathered input from various people and groups in considering removal of the artwork?
- Do a broad range of people support the removal of the artwork?
- Does the current artwork or site fail to meet ADA regulations, and is it impossible to modify them to do so?
- Is the artwork a source of contention among various cultural communities?
- Has the artwork failed as a gathering place?

VALUE ARTISTS AND ARTISTIC PROCESSES

- Does the artist have an inappropriate cultural, geographic, or artistic perspective?
- Is the original artistic integrity of the artwork no longer intact or can it no longer be maintained?
- Does continued display of the artwork undermine the artist's intention or reputation?
- Has the artist been involved in discussions about removal of the work?
- Did someone other than a practicing artist create the artwork?

USE RESOURCES WISELY

- Does the artwork require excessive maintenance or repair, have faults of design or workmanship, or is repairing or securing the artwork impractical or unfeasible?
- Are the terms of the original contracts unfulfilled?
- Is the cost of repair or conservation more than fifty percent of the original commission costs or current appraised value?
- Can the City no longer meet the donor's restrictions (for gifts) or other obligations?
- Does removal of the artwork provide an opportunity for a new project that could be supported privately?
- Is another governmental or nonprofit agency better suited to provide care and maintenance?

LOS ALTOS PUBLIC ARTS PROGRAM

DONATION OF PUBLIC ART

PROCEDURES

All public art piece donated to the City of Los Altos must come with a plan to fund and deliver ongoing maintenance or the resolution accepting the public art must identify how maintenance of the donated public art will be funded.

DONATION REQUIREMENTS

The City will consider donations on the following basis:

- The donation contributes to and enhances the City's public art collection;
- The donation meets a high standard of quality and is appropriate and meaningful to the community;
- The donation follows required City procedures including the submission of a Donation Proposal and a Maintenance Plan. Donation Proposal requirements are included in this policy. The requirements for the Maintenance Plan can be found in the Los Altos Public Arts Program Policy and Procedure for Maintenance document;
- The donation is made with the understanding that no City funds will be required for production, siting, installation, or ongoing operations and maintenance of the work without prior approval of the City of Los Altos;
- The donation proposal includes a plan to fund and deliver ongoing operations and maintenance - or the resolution accepting the public art must identify how maintenance will be funded; and
- The donation proposal is reviewed and endorsed by the Los Altos Public Arts Commission and City department accepting the art and approved by the City of Los Altos.

The City will not accept a donation of artwork until all funds for its development, fabrication, siting, and installation have been secured. The City will consider the following types of donation proposals for artworks for City-owned property:

- An already completed work of art;
- A commissioned artwork by a specific artist or artists to be created especially for a City-owned property; and
- Donations of creative or innovative public art projects.

ROLE OF THE SPONSOR OR SUPPORTING ARTIST

A donation of artwork must have a sponsor or co-sponsors, who will prepare and present a donation proposal. The sponsor's principal roles are to state the intent of the donation and be responsible for raising or providing the funding for its production, acquisition, installation, and maintenance. Community groups or corporations can act as a sponsor, provided that can demonstrate community support for the proposal. Demonstrating community support reinforces the public nature of the proposal.

DONATION PROPOSAL PROCEDURES

All offers of artwork proposed for property under City jurisdiction must be made in writing and submitted by the sponsor to the Los Altos Public Arts Commission. The donation proposal must contain the following for an already completed work, a commissioned artwork, or a creative/innovative public art project:

1. Rationale for the intent, purpose, and added value to the City of the proposed gift;
2. Brief statement about the artwork or project and biographical information about the artist, including resume and supporting materials;
3. Project timeline;
4. Site plan that shows the proposed location of the artwork, a photograph of the proposed installation site, and surrounding environment;
5. Visual presentation of the artwork on the proposed site(s), including drawings, photographs, and models of the proposed work with scale and materials indicated;
6. Maintenance plan, including operations and maintenance information citing requirements for ongoing maintenance and associated costs; and
7. Documentation of artwork ownership and statement of authority and intent to transfer ownership to the City.

The following additional information must be provided for a commissioned artwork or a creative/innovative project to be created especially for a City-owned property:

8. Detailed budget, with costs for the project including site preparation, installation, and insurance that meets City requirements, and
9. Funding committed to date and proposed source(s) of funds.

DONATION PROPOSAL REVIEW PROCESS

All proposals for donations of artwork must follow a three-stage review process:

1. Review by the City of Los Altos and the Los Altos Public Arts Commission utilizing the Donation Review Criteria below;
2. Evaluation by a qualified professional public art conservator and/or arts professional such as a museum director, curator, historian, or writer/critic; and
3. Recommendations and findings from the conservator and/or arts professional will be presented to both City Staff and the Los Altos Public Arts Commission, who will prepare a report and request to be submitted to the City Council for approval.

If a donation is made that is valued at \$10,000.00 or less, the Los Altos Public Arts Commission may recommend acceptance of the donation by the City Manager. If the donation is valued in excess of \$10,000.00, the acceptance of the donation must be decided upon by the Los Altos City Council. If the Los Altos Public Arts Commission decides against accepting the proposal, City Staff, in collaboration with the Los Altos Public Arts Commission, will notify and provide a rationale to the sponsor and the artist.

DONATION PROPOSAL REVIEW CRITERIA

The donation review process will include, but will not be limited to, the following:

- City-owned Property – Donated public artwork must be located on City-owned or City-managed property;
- Relevance and Site Context – Works of art must be appropriate for the proposed location and its surroundings, and/or complement the architecture, topography, history, and social dynamic of the location in which it is placed;
- Artist and Artwork Quality – The artist demonstrates the ability and potential to execute the proposed artwork, based on previous artistic achievement and experience. The artwork must enhance the City’s public art collection;
- Physical Durability – The artwork will be assessed for long-term durability against theft, vandalism, and weather;
- Public Safety and Liability – The artwork will be assessed for any public safety concerns, as well as for any potential liabilities for the City;
- Sustainability – Consideration will be given to the environmental impact and sustainability of the proposed artwork, including its operations and maintenance requirements/costs; and
- Legal – Proposed terms of donation, legal title, copyright authenticity, artist’s right to reproduce, liability, and other issues as deemed appropriate will be considered.

MEMORIAL GIFTS

Memorial gifts will have an additional review process, which will include, but will not be limited to, the following:

- **Timeframe** – The person or event being memorialized must be deemed significant enough to merit such an honor. The person so honored will have been deceased for a minimum of twenty-five years. Events will have taken place at least twenty-five years prior to consideration of a proposed memorial gift;
- **Community Value and Timelessness** – The person or event being memorialized represents broad community values and will be meaningful to future generations; and
- **Location** – The location under consideration is an appropriate setting for the memorial; in general, there should be some specific geographic justification for the memorial being located in a specific site.

ACCEPTANCE AND ACCESSION OF THE ARTWORK

If the proposal is accepted by the City of Los Altos, a formal agreement will be negotiated outlining the responsibilities of each party (the City, the sponsor(s), the artist, and outside contractors, where applicable).

The agreement will address project funding, insurance, siting, installation, operations and maintenance, project supervision, vandalism, the right of removal or transfer, public safety, and other issues as necessary.

The City of Los Altos will be the owner of the artwork and reserves the right to remove or alter the work to ensure public safety or because of any other City concerns. The City upholds copyright law and the Visual Artists Rights Act of 1990. Any changes will be made in consultation with the artist and sponsor(s).

The completed and installed artwork will be accessioned and added to the City's inventory list and master database with all accompanying documentation.

LOS ALTOS PUBLIC ARTS PROGRAM POLICY AND PROCEDURE FOR MAINTENANCE

INTRODUCTION

The Los Altos Public Art Maintenance Program uses the Public Arts Administrative Account monies appropriated through the Public Art Ordinance for Municipal Development. This account is funded by monies allocated in municipal projects and is equal to one half of one percent (0.5%) of a municipal building cost.

The Public Art Maintenance Program will be administered by the City of Los Altos in collaboration with the Los Altos Public Arts Commission through yearly evaluation and planning for maintenance of the existing collection.

The Program addresses:

- Accessioning and inventorying the City's collection of public art;
- Conducting a semiannual Survey and Condition Assessments of all work in the collection, both historic and contemporary;
- Preparing a semi-annual Public Art Maintenance Plan; and
- Overseeing routine maintenance and special conservation treatment of the City's public art collection.

Every five years, the Los Altos Public Arts Commission will conduct an assessment of the condition of all public art with a qualified professional conservator and develop a prioritized list of works in need of conservation or maintenance. This list will be the basis of the semiannual Public Art Maintenance Plan.

Under this plan, trained City maintenance staff, with the approval and direction of the Los Altos Public Arts Commission, may carry out routine maintenance. For work in need of a higher level of maintenance, specialized care, or conservation treatment, the Program will utilize the maintenance funds available under the Ordinance held in the Public Arts Administrative Account.

PROCEDURES PRIOR TO THE PUBLIC ART MAINTENANCE PROGRAM

MAINTENANCE PLAN

Accessioning, maintenance, and care of public art begins before an artwork is created. During the design phase or when a donation is initiated, the City, artist, or sponsor will review and analyze their design proposal and advise on maintenance and operations of the artwork.

On behalf of the City, artist, or sponsor, the appropriate party will submit a Maintenance Plan to the City of Los Altos and the Los Altos Public Arts Commission, who will review and then catalogue any tasks associated with maintenance of the artwork.

The Maintenance Plan will enable the City, in collaboration with the Los Altos Public Arts Commission, to:

- Evaluate the quality and sustainability of the proposed or existing public artwork;
- Establish maintenance requirements, assign schedules, and identify potential costs; and
- Determine if the City of Los Altos should accept or decline the design proposal and/or public artwork.

To produce the Maintenance Plan, the artist should examine and render an opinion on the following:

- Durability;
- Type and integrity of materials;
- Construction/fabrication technique;
- Internal supports, anchoring and joining, and footings;
- Landscaping;
- Vulnerable and delicate elements;
- Drainage of artwork;
- Potentially dangerous elements;
- Security;
- Location;
- Environment;
- Whether the design encourages/discourages interaction; and
- Effects of skateboarding, graffiti, and any other potentially damaging activities.

The Maintenance Plan will include:

- A record of the artist's intentions for the work of art;
- Recommendations to mitigate potential problems discovered during the examination;
- Notes about how the artist would like the work of art to age;
- An itemization of long-range considerations and care, highlighting maintenance and the anticipated needs for periodic conservation treatment or repairs; and
- Identification of the lifespan of the artwork and a prognosis of its durability in consideration of that lifespan.

LIFESPAN OF ARTWORK

This lifespan will be selected from one of three categories:

- 1) Temporary: 0-5 years
- 2) Mid-term: 5-25 years
- 3) Long-term: 25+ years

The artwork may also be identified as site-integrated, or part of the site and/or the architecture, as appropriate.

UTILIZATION OF THE MAINTENANCE PLAN

The Maintenance Plan will be used to:

- Advise Los Altos Public Arts Commission, City Department Directors, and others who \ must review and approve design proposals or accept or decline donated public artwork;
- Troubleshoot the production of construction drawings, the fabrication of the artwork, and the preparation of the site;
- Follow-up on the artist's recommendations; and
- Refer to during the post-fabrication/installation inspection to prepare a final report and a punch-list to complete the project.

The City of Los Altos and the Los Altos Public Arts Commission, professional conservators, and public artists will strive to address the recommendations in the Maintenance Plan without unduly interfering with the aesthetic intent of the proposed public art.

PROCEDURES DURING THE PUBLIC ART MAINTENANCE PROGRAM

The Public Art Maintenance Program becomes actively involved with the Capital Project's public artwork and the Los Altos Public Arts Commission at the end of the Commission phase. The City of Los Altos, in collaboration with the Los Altos Public Arts Commission, participates in the Post-Fabrication Inspection and/or Post-Installation Inspection that is led by the Los Altos Public Arts Commission.

POST FABRICATION/INSTALLATION INSPECTION

The Post-Fabrication/Installation Inspection will be based upon and follow-up on the Maintenance Plan that was carried out during the design phase. It will include the following:

- Ensure that recommendations made in the Maintenance Plan and during fabrication were followed;
- Confirm that the artwork is executed as proposed and agreed upon;
- Confirm that there are no missing or incomplete elements;
- Establish that materials quality and stability are acceptable;
- Establish that fabrication quality and stability are acceptable;
- Confirm that installation is stable and secure;
- Confirm that stainless steel is fully and properly "passivated";
- Confirm that, if required, protective coatings have been applied;
- Ensure that warranties for electronic and other media are submitted as necessary;
- Identify any remaining vulnerabilities;
- Confirm no new damage resulting from installation process;
- Ensure that the maintenance and operations plan is accurate; amend as needed; and
- Confirm that the plaque/public notice meets program guidelines and is properly installed.

LOS ALTOS PUBLIC ARTS PROGRAM POLICIES AND PROCEDURES FOR PUBLIC AND PRIVATE DEVELOPMENT

PURPOSE

To establish the process, procedures, and responsibilities for the implementation of the Los Altos Public Arts Program, administered by the Los Altos Public Arts Commission.

PROGRAM GOALS

- Develop a Public Arts Program that is unique to Los Altos.
- Strategically drive economic prosperity, social cohesion, and capital through investment in public art;
- Increase the understanding and enjoyment of public art by Los Altos' residents;
- Invite public participation and interaction with public spaces;
- Provide unusual and challenging employment opportunities for artists;
- Encourage collaborations between artists and architects, and artists and engineers;
 - building bridges between and amongst the public and private sector;
- Support artist participation on design teams for planning public projects; and
- Encourage a variety of art forms.

DEFINITIONS

1. Los Altos Public Arts Commission means a governing body designated by the City Council of Los Altos as its designated arts agency.
2. Artist means a practitioner in the arts, generally recognized by critics and peers as one who produces works of art.
3. Artwork means all forms of original creations of visual arts, including but not limited to: 1) sculpture in any material or combination of materials; 2) painting - all media including portable and permanently affixed works, such as murals and frescoes; 3) graphic arts, printmaking, and drawing; 4) mosaics; 5) photography; 6) crafts in clay, fiber, textiles, wood, metal, plastics, and other materials; 7) calligraphy; 8) stained glass; and 9) mixed media - any combination of forms or media, including collage, new technologies, and luminescent features.
4. Building Development Costs means the construction costs for a project as declared on all building permit applications, including but not limited to electrical, plumbing, and mechanical permits and as accepted by a Building Official, but will not apply to costs solely attributable to tenant improvements.

5. Consultant means any firm, individual, joint venture, or team of firms or individuals with which the Developer/City contracts for design or other consulting services related to the Public Arts Program.
6. Designer means any consultant providing design services for the execution of a public art project or subsequent renovation.
7. Gallery means an inside space specifically designed for the temporary exhibition of artwork, including that of local artists, providing public accessibility, appropriate lighting, wall space, and security.
8. Project means a proposal for the development of improved or unimproved real property including but not limited to offices, hotels, and motels, but excluding all single-family residential developments, gated communities, and condominium developments.
9. Public Arts Fund means a separate fund established to receive monies for the Public Arts Program generated through the Public Arts Program and entrusted to the Los Altos Public Arts Commission.
10. Public Arts Program In-lieu Contribution means the percentage of building development costs required herein.
11. Public Place means any area or property (public or private) which is accessible or visible to the general public a minimum of 8 hours per business day.
12. Selection Panel means a group of a group of individuals that convene to recommend the selection of artwork, consisting of nine members. This Panel consists of three to five members representative of the community demographic.
13. Visual Art Professional means any of the following: artists, curator, art critic, art historian, architect with a visual art background, or fine art collector.

GUIDELINES FOR MUNICIPAL DEVELOPMENTS

The following guidelines are for municipal developments. The City of Los Altos, in partnership with the Los Altos Public Arts Commission, will work in collaboration to accomplish the goals set forth above.

1. THE POLICY AND THE LAW

1.1 On (DATE), the City Council adopted Ordinance # _____ establishing the Los Altos Public Art Percent for Arts Program. This ordinance requires that certain municipal (City) development projects expend a minimum of two percent (2 %) of the building construction costs on artwork accessible to the public.

2. ADMINISTRATION

2.1 The Public Arts Fund will be administered by the Los Altos Public Arts Commission as mandated by the City of Los Altos. The Los Altos Public Arts Commission acts on the City of Los Altos' behalf.

3. RESPONSIBILITIES

3.1 The Los Altos Public Arts Commission will:

3.11 Make recommendations to the City of Los Altos on public places within the City of Los Altos that should be considered for artwork. The City of Los Altos is responsible for the selection and pre-approval of a group of public places and sites that the Commission may choose to place public artwork. Locations:

3.111 Should be accessible to the public for a minimum of 8 hours per business day;

3.112 Can be interior or exterior; and

3.113 Can include surface treatments of buildings, retaining walls, and bridges.

3.114 The definition of location can also be expanded by an artist's ability to extend the possibilities for public art, and would then be determined on a case-by-case basis by the Los Altos Public Arts Commission. However, the primary objective of visual or interactive public accessibility must be realized for a specific number of hours per day.

3.12 Advance public art (permanent and temporary) within the City of Los Altos, educate and engage the community, and manage the selection of public art through various methods (public art selection panels, invitationals, and art consultants).

3.13 Review art plans for any artwork that is to be located within a public place by the city. In making this determination, the Los Altos Public Arts Commission, selected experts, and stakeholders will consider the following criteria:

3.131 Whether the artwork is appropriate as art in public places and compatible in scale, material form, and content with the surroundings within which it is to be located;

3.132 The inherent quality of the work itself;

3.133 Consideration of the structural and surface soundness of the artwork and its prominence in terms of relative proof against age, theft, vandalism, weathering, or excessive maintenance or repair costs;

3.134 Whether reasonable diversity in the type of artwork in public places is being attained in terms of style, scale, media, and materials represented; and

3.135 The Los Altos Public Arts Commission will have further responsibility for reviewing and recommending for approval of any artwork proposed to be donated to the City or the Los Altos Public Arts Commission. Policies and guidelines will be established by the Los Altos Public Arts Commission and approved by City Council to govern donation of artwork.

3.14 Outside consultants may be needed to advise and/or assist the Los Altos Public Arts Commission with specific projects for such purposes, including:

3.141 Professional appraisal of artwork;

3.142 Performance of feasibility studies, specific to the execution of proposed artwork;

3.143 Packing and shipping of artwork;

3.144 Review of engineering specifications;

3.165 Conservation and maintenance;

3.146 Collection documentation;

3.147 Installation and signage design;

3.148 Presentation assistance; and

3.149 Updates and revisions of the Public Art Master Plan.

4. ARTWORK SELECTION

4.1 The Los Altos Public Arts Commission will manage the art selection process and may create a Selection Panel to select artworks. Artwork may be selected by any of the following methods, depending on which is most appropriate for the situation:

4.11 Open Entry. Any Artist is eligible to enter (with recognition of possible requirements for local or regional residence);

4.12 Limited Entry or Invitational. A limited number of artists are selected and paid to develop proposals for a site. One of the proposals is selected;

4.13 Direct Selection of the artist(s) or completed work; and

4.14 Donation of a piece of art by an artist, artists, organization, or community member.

4.2 Members of the Selection Panel, members of the Los Altos Public Arts Commission, members of their immediate families, or employees of the City of Los Altos are not eligible to be selected.

4.3 All financial arrangements are negotiated between the artist and the contracting party and will be confirmed by written agreement.

5. STAFF REPORT

5.1 The Los Altos Public Arts Commission may be asked by the City to provide staff support during the duration of the public art process for the specific project. The commission will be responsible for project coordination including:

5.11 Project development and stewardship;

5.12 Administer artist selection process;

5.13 Negotiate contracts with artists for design phase;

5.14 Facilitate interaction between the artists, architects, City Staff, and community members;

5.15 Present artist design to appropriate committees;

5.16 Monitor project progress;

5.17 Oversee on-site activity in connection with the artwork installation; and

5.18 Develop community relations and education strategies that educate and engage the public on the Los Altos Public Arts Program, including specific artworks and projects.

6. PROCESS OF A SELECTION PANEL APPOINTED BY THE LOS ALTOS PUBLIC ARTS COMMISSION

6.1 A process of selecting panel members will be established by the Los Altos Public Arts Commission, taking into consideration the following:

6.11 The duties and responsibilities of Selection Panel members relating to the project, and

6.12 Representation of key stakeholders as it relates to each specific public art selection (community representation: Los Altos Public Arts Commission, City Departments and Commissions, neighborhoods, and specific stakeholders deemed relevant for each specific public art selection).

6.2 Criteria for Selection Panel's Selection of artwork will include the following:

6.21 Quality of the artwork;

6.23 Style and nature of the artwork being compatible with the environment;

6.24 Media;

6.25 Permanence;

6.26 Public liability;

6.27 Diversity of all city-owned artwork;

6.28 Maintenance needs; and

6.29 Technical feasibility.

6.3 The Selection Panel will make decisions using a simple majority vote of the selection panel.

7. USE OF THE PUBLIC ARTS FUND BUDGET FOR MUNICIPAL DEVELOPMENTS

7.1 Within the Public Arts Fund, two separate accounts will be established: the Public Arts Fund Acquisition Account and the Public Arts Administrative Account. Of the two percent (2%) for public art, a portion of the public art funds received (equal to one half of one percent (0.5%) of the building development costs) for a municipal development project will be set aside for administration of the Public Arts Program, and for maintenance costs of the artwork for municipal developments. Therefore the Public Arts Fund will amount to one and one half percent (1.5%) of the building development cost.

7.11 Public Arts Fund Acquisition Account. A portion of the funds received (equal to one and one half (1.5%) of the building development costs) for a municipal development project will be set aside for acquisition of publicly accessible art.

7.111 Permissible Expenditures. Acquisition Fund expenditures may include, but are not limited to:

(a) The cost of the artwork and its installation;

(b) Identification plaques and labels;

(c) Waterworks, electrical and mechanical devices, and equipment which are an integral part of the artwork;

(d) Frames, mattes, and single pedestals necessary for the proper presentation of the artwork;

(e) Walls, bases, pools, or other architectural elements on or in which the artwork are placed or affixed and which, in the opinion of the Los Altos Public Arts Commission, are an integral part of and contribute to the aesthetic and structural support of the artwork;

(f) Fire retardant treatments (when required); and

(g) Maintenance and repairs.

7.112 Inappropriate Expenditures. Acquisition Fund Expenditures which would not be appropriate include, but are not limited to:

(a) Reproductions by mechanical or other means of original artwork (however, limited editions controlled by the artist, or original prints, cast sculpture, photographs, may be included);

(b) Decorative, ornamental, or functional elements which are designed by the architect or consultants engaged by the architect;

(c) Those elements generally considered to be components of the landscape architectural design, vegetative materials, pool(s), paths, benches, receptacle, fixtures, planters, etc., except when designed by artists;

(d) Art objects which are mass produced or of standard design, such as playground sculptures or fountains; directional or other functional elements; such as signing, color coding, maps, etc., except when designed by artists;

(e) Walls, bases, pools, or other architectural elements on or in which the artwork is placed or affixed, except as provided in;

(f) Preparation of the site necessary to receive the artwork; electrical, water, or mechanical service for activation of the artwork;

(g) Exhibitions and educational programs relative to the artwork before or after installation (lighting, registration, dedication, unveiling, insurance, security, and publicity or publications); and

(h) Consultant or designer costs related to public art projects.

7.113 Nothing will preclude gifts, grants, bequests, donations, or other cash received by the Los Altos City Council for art purposes (such as contributions referenced in Section 5 of the Private Development Guidelines of the Public Arts Program) being placed in a separate fund. Specific components or activities for use of this fund will include: 1) temporary and permanent artwork and events; 2) producing art exhibitions; 3) cultural programming by organizations; 4) events to further artist participation in the Public Arts Program; and 5) performing arts program.

7.12 Public Arts Fund Administrative Account

7.121 A portion of the funds received (equal to one half of one percent (0.5%) of the building development costs) for a municipal development project will be set aside for administration of the Public Arts Program, and for maintenance costs of the artwork for municipal developments.

8. INSTALLATION OF ARTWORK

8.1 On-site activity related to artwork installation on public property will be coordinated by the department in overseeing the project and/or site. On-site activity related to artwork installation on private property will be coordinated with the owner or developer that has jurisdiction over the site and/or construction.

8.2 Insofar as practical, in the event repair of a work is required, the City will make reasonable attempts to contact the responsible artist, who will be given the opportunity to do that work for a reasonable fee and on reasonable terms. In the event the artist refuses to make that repair for such a fee and on such terms, the department may proceed to solicit proposals from conservators. Anyone who performs the repair work (including the artist) is to proceed on a reasonable schedule. If emergency repairs are necessary for safety reasons or in order to prevent loss of or damage to a work, such repairs will not be deemed to constitute an artistic alteration and repair opportunity need not go to the artist first.

8.3 Artwork may be relocated only as approved by the Los Altos Public Arts Commission.

9. OWNERSHIP/SALES

9.1 The title to all artwork commissioned or purchased by the City of Los Altos will be transferred to the City of Los Altos. The City is charged with the custody, supervision, maintenance, and preservation of all artwork.

10. DEACCESSIONING OF CITY-OWNED WORKS OF ART

10.1 At a minimum of once every five years, the Los Altos Public Arts Commission will review the City's collection and/or designate an advisory panel composed of visual art professionals to assist in the evaluation.

10.2 The Los Altos Public Arts Commission may consider the deaccessioning of artwork for one or more of the following reasons:

10.21 A work is not, or is only rarely, on display because of lack of a suitable site;

10.22 The condition or security of the artwork cannot be reasonably guaranteed in its present location;

10.23 The artwork has been damaged and repair is impractical or unfeasible;

10.24 The artwork endangers public safety;

10.25 Significant changes in the use, character, or actual design of the site require a re-evaluation of the relationship of the artwork to the site;

10.26 The artwork has been determined to be of inferior quality relative to the quality of other works in the collection;

10.27 The City wishes to replace the artwork with a work of more significance by the same artist; and

10.28 The artwork requires excessive maintenance or has faults of design or workmanship.

10.3 Sequence of action to deaccession:

10.31 The Los Altos Public Arts Commission determines that an artwork meets one of the criteria in 10.2, above.

10.32 A review will be made of:

10.321 Any legal restrictions which may apply to this specific work;

10.322 An analysis of the reasons for deaccessioning;

10.323 Options for storage or disposition of the work; and

10.324 Appraised value of the work, if reasonably obtainable.

10.33 The Los Altos Public Arts Commission may seek additional information regarding the work from the artist, art galleries, curators, appraisers, or other professionals prior to confirming a recommendation for action.

10.4 Upon confirmation of its recommendation; the Los Altos Public Arts Commission will consider the following actions (in order of priority):

10.41 Relocation of the artwork'

10.42 Storage; and

10.43 Sale or trade.

10.431 Sale may be through auction or gallery resale, in compliance with City law and policies governing surplus property, and

10.432 Trade may be through artist, gallery, museum, or other institutions.

10.44 Proceeds from the sale of a work of art will be returned to the Municipal Public Arts Fund from which the original purchase was made if acquired through the Percent for Arts program. Funds from the sale of gifts will go for future artwork projects. Any pre-existing contractual agreements between the artist and the City or the artist and the Los Altos Public Arts Commission regarding resale will be honored.

11. PERIODIC REVIEW

11.1 The City of Los Altos Staff, in partnership with the Los Altos Public Arts Commission, will review the Public Arts Program after two years from the date of adoption of the Public Arts Program ordinance. At that time, the Los Altos Public Arts Commission will prepare a short- and long-range planning program to go to the City Council for approval. The short-term program will consist of a plan for the next three to five years. The long-term program will consist of a plan for five to ten years. The long-term program will take into account the completion of the short-term program.

GUIDELINES FOR PRIVATE DEVELOPERS

The following guidelines are for private development. The City of Los Altos, in partnership with the Los Altos Public Arts Commission, will work in collaboration to accomplish the goals set forth above.

1. THE POLICY AND LAW

1.1 On _____(DATE)_____, the City Council adopted Ordinance # _____ establishing the Los Altos Percent for Public Arts Program. This Ordinance requires that certain development projects expend a minimum of 1.0 percent (1%) of the building development costs on artwork accessible to the public. Private development projects subject to the Public Arts Program will enter into an agreement and contributions to the Public Arts Program will be used to finance an art project or commission artwork for placement in publicly accessible or visible places either at that development site or elsewhere in the city.

2. ARTWORK SELECTION/PAYMENT PROCEDURE

2.1 Selection of the artist/artwork will be the responsibility of the private developer but will be reached in collaboration with the Los Altos Public Arts Commission.

2.2 All financial arrangements are negotiated between the artist and the private developer as contracting party and will be verified by a written agreement both by the City of Los Altos and by the Los Altos Public Arts Commission. Negotiations do not include the amount spent on art as the amount is non-negotiable and is predetermined based on building cost.

3. ASSESSMENT OF PRIVATE DEVELOPMENT FOR PUBLIC ART CONTRIBUTION

3.1 The total amount expended on public art by the developer will not be less than 1.0% of the building development costs. The private developer may fulfill the Public Arts Program obligation by one of two methods:

3.2 On-Site placement of artwork

3.21 The selection of artwork and placement of a publicly accessible artwork on the development site. The private developer will provide written proof of compliance (such as purchase agreement, the installed artwork, etc.) to the City of Los Altos prior to issuance of the Certificate of Occupancy for the construction project, unless the City has approved some other method of assuring compliance with the provisions of this Ordinance. Once submitted to the City of Los Altos, the Los Altos Public Arts Commission will receive a copy and issue approval that compliance was met.

3.3 In-Lieu contribution for off-site artwork

3.31 In lieu of developing an on-site art program, a 100% cash contribution of the total Public Art obligation, that is, 1% of the building development costs, unless the City has approved some other method of assuring compliance with the provisions of the Ordinance.

4. APPEAL PROCEDURE

4.1 If any dispute arises between a developer and the City regarding interpretation of these Guidelines or the method of computing the obligation for a project, resolution of the dispute will be conducted in the following manner:

4.11 The developer may appeal by submitting a written statement of the dispute and the evidence supporting his/her position and request a hearing on the matter. The City of Los Altos will work to resolve the appeal through a hearing with the developer. If the appeal is unable to be resolved with the City of Los Altos Staff, the City of Los Altos will schedule the matter for a hearing by City Council.

5. MAINTENANCE AND OWNERSHIP

5.1 Title to all artworks required by the Public Arts Program will pass to the successive owners of the development. Each successive owner will be responsible for the custody, protection, and maintenance of such works of art.

6. REPLACEMENT PROCEDURES

6.1 If for any reason the current owner will choose to replace any artwork installed pursuant to these guidelines, the following requirements will be met before the artwork is replaced:

6.11 The cost of the replacement will be equal to, or greater than, the cost of the art to be removed;

6.12 The location of the replacement will meet the then current requirement for public accessibility;

6.13 The replacement art will conform, in every respect, to all the then current standards of these guidelines; and

6.14 The replacement work, location, and installation will violate no other ordinance.

6.2 The replacement art will be available for public view not more than 180 days after the existing art was removed, unless this period will be extended by the Building Official for good reason, such as major construction at the site.

7. TEMPORARY REMOVAL OF ARTWORK

7.1 Any art required under these guidelines may be temporarily removed upon written notice and acknowledgement by the City of Los Altos.

8. PERIODIC REVIEW

8.1 The City of Los Altos, in partnership with the Los Altos Public Arts Commission, will review the Public Arts Program after one year from the date of adoption of the Public Arts Program ordinance. At that time, the Los Altos Public Arts Commission will prepare a short- and long-range planning program to go to the City Council for approval.

9. WAIVER PROVISIONS

9.1 The City of Los Altos' Community Development Director may grant a waiver or may modify any of the requirements of this chapter upon a showing by the applicant that:

9.11 The strict application of the law would, under the extraordinary circumstances of the particular development, produce a unique hardship not experienced by others subject to the provisions of this Chapter;

9.12 The waiver or modification would not constitute a grant of special privilege to the applicant inconsistent with the application of the law upon other developments in the City; and

9.13 The waiver or modification is consistent with the objectives of the Chapter.

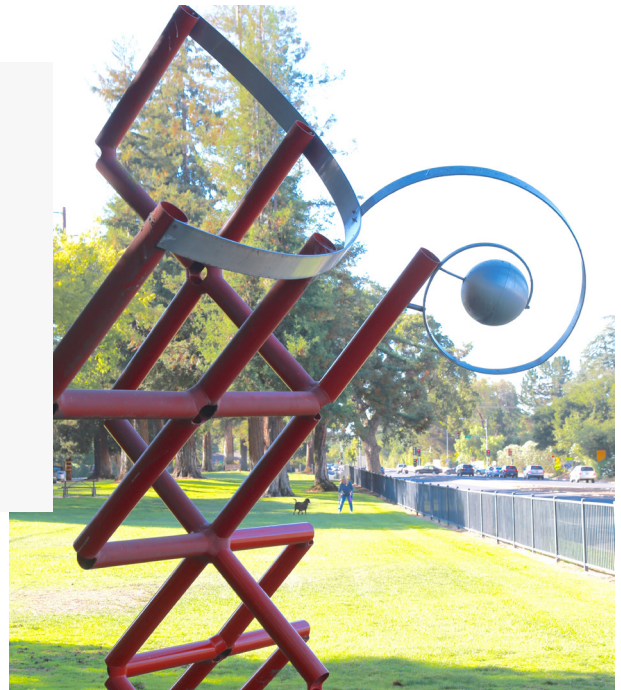
9.2 This section is permissive in nature, and will not be construed to compel the City of Los Altos to grant relief under this section.

BRADENTON, FL:

Bradenton's award-winning Riverwalk public art along a 1.5 mile stretch of the collection includes interactive art, such as sculptures, art depicting the history of the Manatee River, and glass and mosaic accents along railing.

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.



contains 19 pieces of
Manatee River. The col-
splash pads and bench-
Manatee River, and beautiful
s and other structures.



Appendix B:

RETHINKING PUBLIC SPACE

The following pages contain seven conceptual projects and four conceptual programs, all of which were created as inspiration for future projects and programs. These projects and programs are conceptual in nature and are not bound for installation upon acceptance of the master plan. 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 to utilize them present themselves.



PROJECTS

The Public Art Master Plan has identified seven 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 or locations 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 our culture and values known to all who enter the community, entry points to the city can be fortified with pieces of art that reflect our 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):

LARGE GATEWAYS

- El Camino and San Antonio
- San Antonio and First Street or Foothill Expressway
- Main Street between Foothill Expressway and 1st Street
- Springer and El Monte
- Foothill Expressway and Vineyard/Homestead
- Fremont and Fallen Leaf

SMALL GATEWAYS

- El Camino and San Antonio
- San Antonio and First Street or Foothill Expressway
- Main Street between Foothill Expressway and 1st Street
- Springer and El Monte
- Foothill Expressway and Vineyard/Homestead
- Fremont and Fallen Leaf

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 becomes 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.





ADMINISTRATIVE REQUIREMENTS

Major developments taking place near the above-noted gateways could develop their public art programming to include gateways for the city and could be negotiated as conditions of approval.

FUNDING POSSIBILITIES

Percent for Art Money.

PROJECT COST

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

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 either landscaped to provide visually stimulating entryways or are primarily concrete. Priority roadway medians for the installation of public art 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 and 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 larger footprint of Foothill Expressway. Public art placed in these medians must be able to be seen from faster moving vehicles.

ADMINISTRATIVE REQUIREMENTS

Encroachment permits from the 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 project.



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 five public art pieces entitled Bird, Imagine That, Musical Gambol, Space Dance for Peace, and Shlama. The Los Altos Chamber of Commerce also sits in the middle 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 Street.

In addition to creating active space in 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. This proposed programming would enhance the current activities that already take place in the park, such as Fine Art in the Park, providing a location for the various performances during this weekend-long festival.

OPPORTUNITIES

A large sculpture or set of sculptures could frame Lincoln Park from Main Street.

Utilizing the location of this park allows the parking needs of various events to be offset because of proximity to downtown and the ample parking on Lincoln Avenue.

An artistic path series could be created to flow through the park to take visitors from the mouth of the park to the outdoor amphitheater on the far northwest side 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 create interest for users of the park in the evenings while not being so bright as to cause light pollution for residences along the western portion of the park.

Locations for food trucks to pull in to support small performances at the amphitheater.

Traffic calming mechanisms to cross Foothill Expressway in the park such as landscaped medians, bump outs, and creative crosswalks.

PROJECT COST

Costs for an outdoor amphitheater can vary greatly depending on the level of amenities desired by the community. See cost estimates for large sculpture for a call or calls for this project.

FUNDING

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 Community Services Department will need to ensure cleanliness and landscaping upkeep.



PROJECT 4: VETERANS COMMUNITY PLAZA REDESIGN

SITE DESCRIPTION

Los Altos Veterans Community Plaza sits at the corner of State and Main Streets and is a major gateway to downtown as visitors come from San Antonio. The Veterans Community Plaza is currently underutilized, containing 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 of Los Altos for many visitors. Require the artist to work with school-aged children 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.

PROJECT COST

See cost estimates for large sculptures for a call or calls for this project.

FUNDING

Capital Project
Percent for Arts Funding

ADMINISTRATIVE REQUIREMENTS

Developing and executing the artist call, contract, and installation.



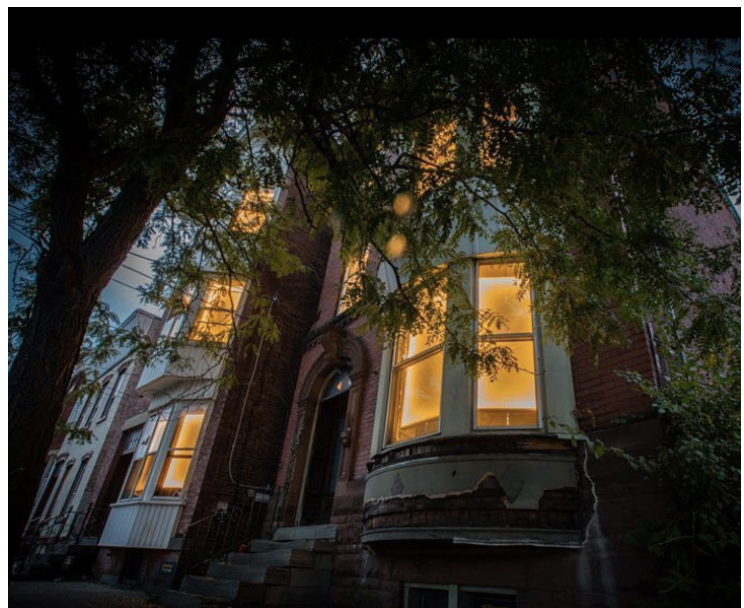
PROJECT 5: REDWOOD GROVE LIGHT INSTALLATION: A BREATHING GROVE REDESIGN

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. This installation could be placed on the cycle of nature.

Festivals and temporary light installations could occur elsewhere in city parks to call attention to other environmental causes. An additional ideal location would be in the Orchard along San Antonio, which would also act as a gateway to downtown.

Many neighborhood streets within Los Altos share a beautiful tree canopy and are a point of pride for neighbors. An installation could also be championed by an entire street where neighbors could elect to install lights at the base of trees for the rest of the city to enjoy. These could be installed temporarily or on a more permanent scale.

FUNDING

National funding opportunities, including the NEA and Artplace America
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

SITE DESCRIPTION

Los Altos boasts two heavily used senior centers that also function as meeting spaces for families and sports facilities for children. Both Hillview Community Center and Grant Park 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 parks 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.

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 line 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 to convert the sounds of the earth's movement. The artist reordered these sounds with a sensor within the fault into a real time broadcast, audible to humans, of the earth's movements.

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, size, and shape to create ease of use for varying abilities.

PROJECT COST

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

FUNDING

Capital Project
Percent for Arts Funding

ADMINISTRATIVE REQUIREMENTS

Developing and executing the artist call, contract, and installation.

PROJECT 7: CREEK CREATURES

SITE DESCRIPTION

Los Altos is bordered by creeks that ebb and flow as there is more or less rain. The beds and shores of the creeks are explored by children and enjoyed by all ages. Many Los Altos creeks are on private property, but a few run through public parks.

PROJECT CONCEPT

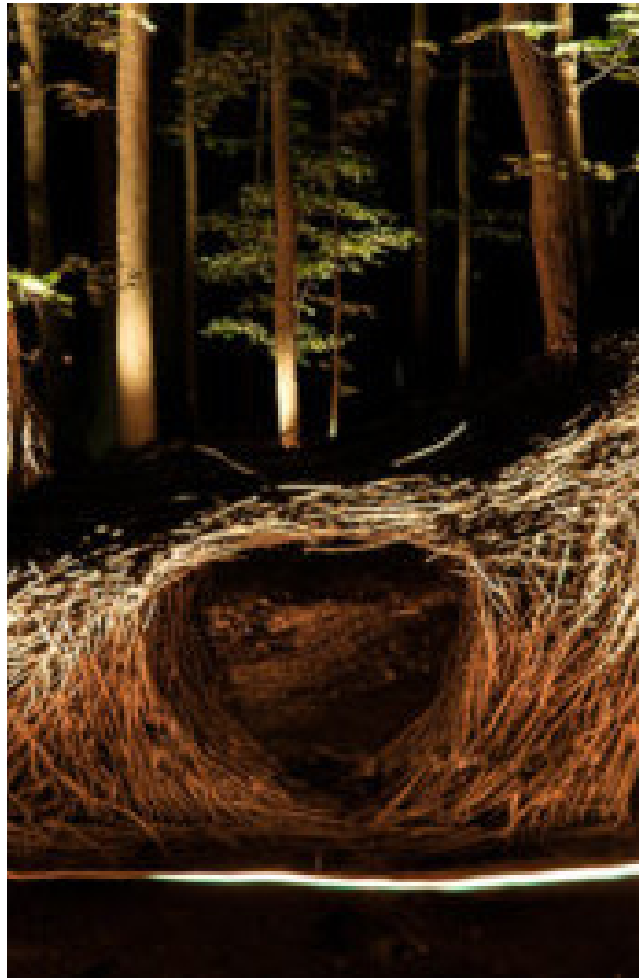
Large statues made with compostable or environmentally friendly materials that call attention to the flora and fauna of the Los Altos creeks could be placed in or around the creeks. Some could be submerged in the creek, some on the edge. As the water rises and falls, the creek creatures are submerged at different levels. These creatures become part of understanding the amount of water coming in and out of the city based on rainfall.

OPPORTUNITIES

Different animal sculptures of different scales should be created and placed throughout the parks. These animals should be animals that are present in Los Altos such as egrets, fish, raccoons, and ducks.

Different imaginary animals of different scales could also be created to be placed throughout the parks. Animals such as dragons, the Lochness monster, and an albatross could be opportunities to share fantasy and promote imagination among visitors to the parks.

In addition to animals, the artist can create some large shapes for people to walk through or for the creek to flow through. This could take the shape of a set of arches over the creek or of a curved shape that goes in and out of the creek.



FUNDING

Combination of Public Art Funds and Recreation and Parks 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.





CONCEPTUAL PROGRAMS

The Public Art Master Plan has identified four 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 parks, bike racks outside of downtown, play structures, and other project opportunities listed below.

This conceptual program will solidify the Public Works Department's role in ensuring art is woven into even the most utilitarian of things. 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

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



ADMINISTRATIVE REQUIREMENTS

The Los Altos Public Arts Commission will need to assess baseline costs of Functional Art items and determine the additional cost of artist commissions. In addition, city staff will also need to determine if the Public Arts 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 program's potential costs.

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 everyday 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. 39 as a medium-term recommendation within the Priority Action Plan. The length of engagement and number of hours can be determined based on need and amount of resources available.

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: Parks and Recreation, Planning, Public Works, and Community Development. Integration into these project 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

The Public Arts Commission could provide activation funds to provide administration of 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.

PROJECT COST

The program will cost a part-time salary.

PROGRAM 3: VACANT STOREFRONT PROGRAM

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 temporary displays created by artists.

OPTIONS CONCEPT

Depending on the level of interest from artists, property owners, arts group, and others the possibilities for 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 REQUIREMENTS

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 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 CONCEPT

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





FUNDING

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

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%

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)

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%

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

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:

Redwood Grove University Ave.

- a. 80% “love it”
- b. 92% “love it” or “like it”

Heritage Orchard Civic Center

- a. 54% “love it”
- b. 85% “love it” or “like it”

Olympic Wannabes Village Park

- a. 53% “love it”
- b. 80% “love it” or “like it”

Magic Fish, Main Library

- a. 32% “love it”
- b. 74% “love it” or “like it”

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.

Archimedes Goose, Springer Road and El Monte

- a. 15% “hate it”
- b. 49% “hate it” or “dislike it”
- c. Only 11% “love it”

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.

Singer Bust in Storage

- a. 40% “no opinion”

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.”?

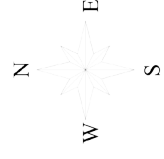
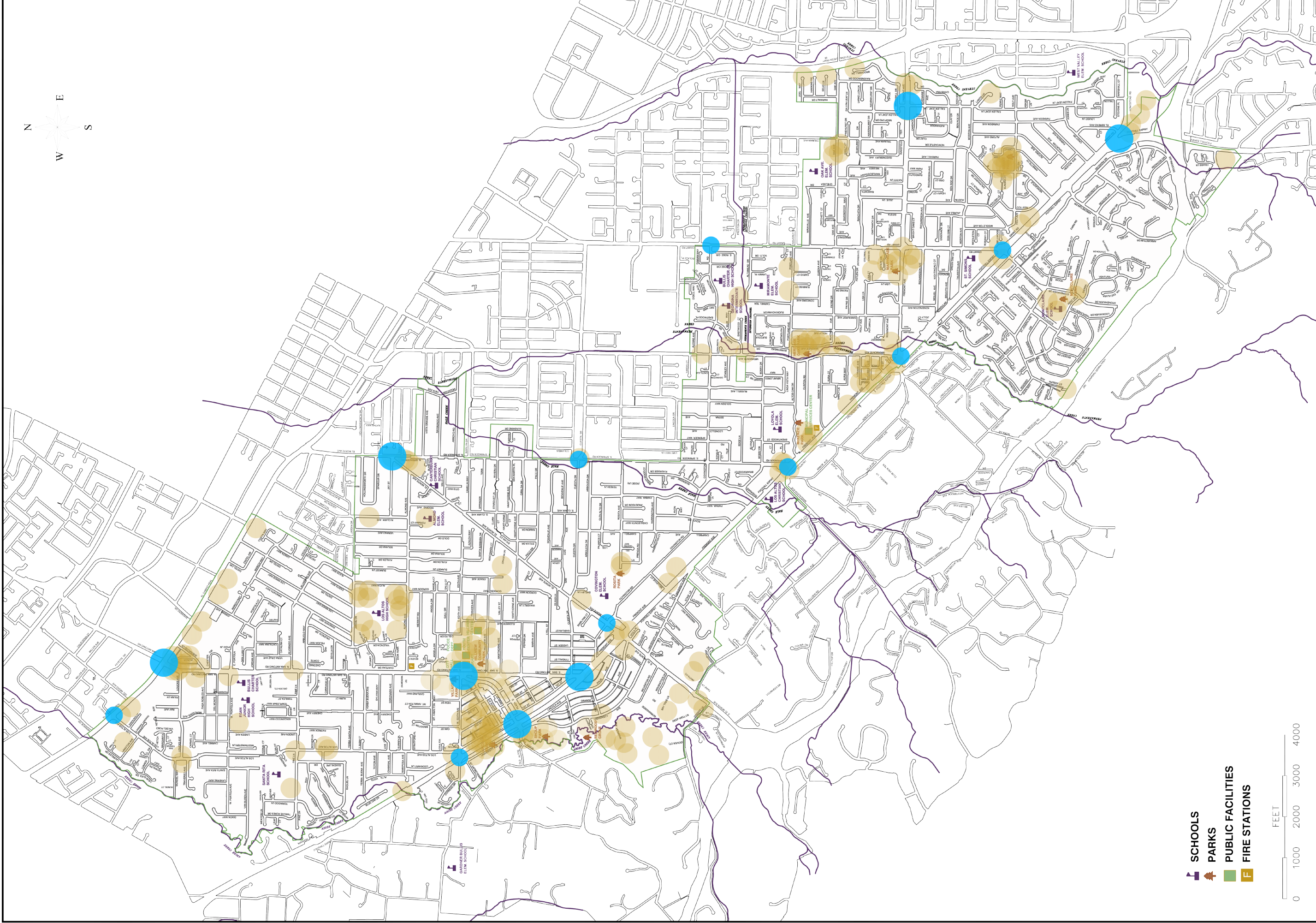
- a. Absolutely- 47.1%
- b. Somewhat- 26.8%
- c. No opinion- 5.08%
- d. Not so much- 13.9%
- e. Not at all- 7.1%

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%



- SCHOOLS
- PARKS
- PUBLIC FACILITIES
- FIRE STATIONS



Drawing Number <p style="text-align: center; font-weight: bold; font-size: 1.2em;">1 OF 1</p>	CREATED BY ENGINEERING DIVISION DRAWN: VW CHECKED: VW APPROVED: SC DATE: SEPTEMBER 2, 2015 SCALE: 1" = 1,000'		LOS ALTOS SANTA CLARA COUNTY CALIFORNIA	REVISIONS <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 5%;">No.</th> <th style="width: 95%;">Description</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> </tbody> </table>	No.	Description										
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ARTWORK CITATIONS

Cover | Kevin Box Conversation Peace | Main St., Los Altos, CA
pg. 4 | Steve Bartlett Smoke | Almond Ave Fire Station, Los Altos
pg. 6 | Doug Edwards | Location Unknown
pg. 6 | John Maginot | Los Altos, CA
pg. 7 | John Maginot | Los Altos, CA
pg. 7 | John Maginot | Los Altos, CA
pg. 7 | Auguste Rodin Replica of the Thinker | Woodland Library, Loc Altos
pg. 7 | Karen Cauvin Eustis Guardian | State & 4th Streets, Los Altos, CA
pg. 10 | Robert Clements Musical Gamble | Lincoln Park, Los Altos
pg. 10 | John Maginot Pet Parade| Los Altos, CA
pg. 10 | Kevin Box Conversation Peace | Main St., Los Altos, CA
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pg. 12 | Ice Cream Bike Rack | Los Altos, CA
pg. 12 | Eileen Fitz-Faulner Mutha Hen | State & 3rd Streets, Los Altos
pg. 13 | Glenna Goodacre Olympic Wannabes | Village Park, Los Altos
pg. 14 | Taro Seesurat Convolute of the Square | Los Altos, CA
pg. 15 | Aileen Barr & Colette Crutcher Staircase | San Francisco, CA
pg. 16 | Marco Cochrane Bliss Dance | San Francisco, CA
pg. 16 | John Maginot | Los Altos, CA
pg. 17 | Hardy Jones Magic Fish | Main Library, Los Altos
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pg. 21 | Tony Williams Imagine That | Lincoln Park, Los Altos
pg. 23 | Damien Jones Jasper Priestess | Main & 2nd Streets, Los Altos
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pg. 25 | Tammy Bickel Drangonfly | Rosita Park, Los Altos
pg. 25 | Artist Unknown Toothbrush art | Los Altos, CA
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pg. 26 | Flower Wall Mosaic | Los Altos
pg. 27 | Bird Sculpture | Los Altos, CA
pg. 27 | Chris Johanson I Do Not Know But Am Open to Learning | Los Altos, CA
pg. 28 | John Maginot | Los Altos, CA
pg. 28 | Pokey Park Twist & Shout | Los Altos, CA
pg. 29 | John Maginot | Los Altos, CA

pg. 30 | Arnold Martin Archimedes Goose | Los Altos, CA
pg. 30 | Michele Alcantara Dancers | Los Altos, CA
pg. 31 | Anne Wienholt Seal Head | Main Library, Los Altos
pg. 34 | Artist Unknown | Los Altos, CA
pg. 35 | Chris Johanson Door Sculpture to Talk about the Idea of Different Possibilities You May Have to Process Your Life| Lincoln Park, Los Altos, CA
pg. 35 | Doug Edwards Cow Sculpture | Location Unknown
pg. 37 | Konstantin Dimopoulos Blue Trees | Chattanooga, TN
pg. 42 | John Ensor Parker Point Cloud | Navy Yard Washington, DC
pg. 71 | Tony Williams Imagine That | Lincoln Park, Los Altos
pg. 72 | Artist Unknown Metal Sculpture | Los Altos
pg. 73 | Welker Studio Fractal Rain | Dayton, OH
pg. 75 | Mary Ruden & Robert Benfield Einstein Sundial | Roswell, GA
pg. 76 | Creative Median | Location Unknown
pg. 77 | Creative Median | Location Unknown
pg. 79 | Daan Roosegaarde Starry Night Trail | Eindhoven, Netherlands
pg. 79 | Englischer Garten Amphitheatre | Munich, Bavaria
pg. 81 | Waller Creek Conservancy Waller Creek Light Show | Austin, TX
pg. 82 | Bloomberg Philanthropies Breathing Lights Test Lighting Strip | Schenectady, NY
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