



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

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

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



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

25 April 2018

# Meeting Goals

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

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

# 2018 At-a-Glance Public Arts Program Schedule

June	July	August	September	October	November	December
<b>Farmers Mkt</b> Spotlight on Art (2x per month)	<b>Farmers Mkt</b> Spotlight on Art (2x per month)	<b>Farmers Mkt</b> Spotlight on Art (2x per month)	<b>Farmers Mkt</b> Spotlight on Art (2x per month)			
<b>SmartArt Lecture Series #3</b> Thurs, Jun 7 or 14			<b>SmartArt Lecture Series #4</b> Thurs, Sep 6 or 13			<b>SmartArt Lecture Series #5</b> Thurs, Dec 6 or 13
	<b>Los Altos Green</b> Community Mural Project Launch (coincides with Green opening date)	<b>Los Altos Green</b> Community Mural Project unveiling (coincides with Green closing date)			<b>Holiday Stroll</b> Fri., Nov 9 <b>Holiday Craft Event for Kids</b>	

# Program Overview – Spotlight on Art

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- **Spotlight on Art**
  - 2x per month Farmer's Market "Art Experience"
  - Onsite art creation which could include:
    - Painting
    - Ceramics
    - Sculpture
    - Glassblowing
    - And more
  - Promoted in advance through the TC, Nextdoor, City social media
- **Timeframe: June through September**
- **Estimated cost: \$4,000 per month (insurance, supplies, hourly fee, advertising, etc.)**

# Program Overview - SmartArt Lecture Series

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- **SmartArt Lecture Series:**
  - 3 events through the remainder of 2018
    - Forum similar to the Danny Harris event this past Fall
    - Free attendance
  - Promoted in advance through direct mail, ads in the TC, Nextdoor, City social media and community art group mailings
- Estimated cost: \$1,000 per session (honorarium, food, beverage, advertising & marketing)
- Timeframe: April, August, December (1<sup>st</sup> week)

# Program Overview - City Green

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

# Program Overview - Holiday Stroll

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



# Additional Activities: June - December

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

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

# What the Los Altos Arts Program Will Deliver

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***ATTRACT*** visitors--become a destination point for shopping & dining

***SUPPORT & GROW*** our local economy (No. & So. Los Altos)

***ENGAGE*** the diverse Los Altos community

***ENHANCE*** public appreciation of art

***CONNECT*** artists with our community

# Estimated Budget

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- 2018 Art Program Plan: \$71,000 (e)
- New Public Sculpture Search / Installation: \$30,000 (e)
- Maintenance & Repair: \$15,000 (e)
- Contract Public Arts Coordinator for 5 months: \$32,000

**Total Budget Requested: \$148,000 (e)**

# How We Will Measure Success

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- “Sculpture of the Year” contest where the community selects their favorite piece of art (which will have a signage designation)
- Ongoing annual community feedback forum
- 20% off dinner coupons for selected restaurants  
SmArt Art night attendees
- MORE????

# Percent Funding

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- The Public Arts Commission requests the Los Altos City Council approve a “Percent for Art” program
- Similar to programs in more than 30 CA cities and 28 states and territories.
- Sample of Northern California cities that have Percent for Art programs in place:
  - Los Gatos
  - **San Carlos**
  - Emeryville
  - Lafayette
  - El Cerrito
  - Palo Alto
  - Danville
  - Redwood City
  - Walnut Creek
  - Pleasanton

*BOLD denotes similar in size to Los Altos*

# Percent Funding

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- Developers would be charged a one percent (1%) fee --capped at \$200k per development project--on the capital construction or renovation costs of construction of commercial and multi-dwelling buildings.
- Program proceeds used for:
  - Acquisition, installation and maintenance of public art
  - Community art education
  - Promotes participating in and experiencing of public art by residents of Los Altos

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

# Additional Policies and Procedures for Review

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

# We're Also Thinking About for 2019

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



# Questions?



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