



DATE: May 24, 2018

AGENDA ITEM # 3

TO: Public Arts Commission

FROM: Jon Maginot, Staff Liaison

SUBJECT: Public Art Master Plan and City Council meeting recap

RECOMMENDATION: Discuss the May 8, 2018 joint meeting with City Council and discuss next steps

BACKGROUND

On May 8, 2018, the Public Arts Commission (PAC) presented a draft Public Art Tactical Plan to the City Council in response to direction provided previously by the Council.

DISCUSSION

A majority of Council supported the concepts contained in the draft Tactical Plan and provided feedback on certain elements.

Attachment: Presentation to City Council

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

City of Los Altos Public Arts
Revised Master Plan Recommendations

1 May 2018

Meeting Goals

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

At-a-Glance Public Arts Program Schedule

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

Program Overview – Spotlight on Art

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

Program Overview - SmartArt Lecture Series

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

Program Overview – Community Art

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

Program Overview - Holiday Stroll

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

- **Timeframe: November 9**

Additional Activities: June - December

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

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

What the Los Altos Arts Program Delivers



ENGAGES our diverse Los Altos community

ENHANCES public appreciation of art

ATTRACTS visitors--become a destination for shopping & dining

SUPPORTS & GROWS our city-wide economy

CONNECTS artists with our community

Estimated Annual Budget

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

Total Budget Estimated: \$145,000

Measuring Success

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

Funding Options

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

Percent Funding

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

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

Percent Funding Program Overview

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

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

Examples from Past Projects

At 1%, these projects would have paid:

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

Questions?



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