



AGENDA

NOTICE AND AGENDA

SPECIAL JOINT MEETING – WEDNESDAY, APRIL 27, 2022
VIRTUAL MEETING WITH NO PHYSICAL MEETING LOCATION
10:00 A.M. to 11:30 A.M.

During this declared State of Emergency, this meeting will be conducted in accordance with California Government Code Section 54953(e), as authorized by resolution of the City Council. Please contact city.clerk@mountainview.gov to obtain a copy of the applicable resolution. All members of the Visual Arts Committee (VAC) and Downtown Committee (DTC) will participate in the meeting by video conference, with no physical meeting location.

Members of the public wishing to comment on an item on the agenda may do so in the following ways:

1. Email comments to john.lang@mountainview.gov by 8:00 a.m. on the meeting date. Emails will be forwarded to the Visual Arts Committee, the Downtown Committee, and City staff. Please identify the Agenda Item number in the subject line of your email.
2. Provide oral public comments during the meeting.
 - **Online:** You may join the Zoom Webinar using this link: <https://mountainview.gov/meeting> and entering Webinar ID: 845 0769 5444. You may be asked to enter an email address and a name. Your email address will not be disclosed to the public.

When the Chair announces the item on which you wish to speak, click the “raise hand” feature in Zoom. Speakers will be notified of their turn shortly before they are called on to speak. For instructions on using the “raise hand” feature in Zoom, visit https://mountainview.gov/raise_hand.

- **By phone:** Dial: 669-900-9128 and enter Webinar ID: 845 0769 5444. When the Chair announces the item on which you wish to speak, dial *9. Phone participants will be called on by the last two digits of their phone number. When the Chair calls your name to provide public comment, if you are participating via phone, please press *6 to unmute yourself.

When called to speak, please limit your comments to the time allotted (up to three minutes, at the discretion of the Chair).

1. **CALL TO ORDER**

2. **VISUAL ARTS COMMITTEE ROLL CALL**—Committee members Cliff Bryant, Susi Merhar, Regina Sakols, Tootoo Thomson, Don Whitebread, Vice Chair Toni Hsu, and Chair Jesse Cupp.

DOWNTOWN COMMITTEE ROLL CALL—Committee members Erik Cormier, Raghav Gupta, Maria Lange, Kira Pascoe, Jamil Shaikh, Merry Yen, Vice Chair Pamela Baird, and Chair Mike Kasperzak.

3. **BRIEF INTRODUCTIONS**

4. **ORAL COMMUNICATIONS FROM THE PUBLIC**

This portion of the meeting is reserved for persons wishing to address the Committees on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committees from acting on nonagenda items.

5. **NEW BUSINESS**

5.1 **ACTIVATING VACANT STOREFRONT WINDOWS WITH ART OR ART INSTALLATIONS**

Discuss Mountain View’s recent experience with activating storefront windows and how to further grow and evolve opportunities.

Identify next steps for either the VAC and/or DTC.

5.2 **ART BOX PROGRAM AND OTHER ART INSTALLATIONS/FURNITURE**

Provide background on the Art Box Program and discuss opportunities for other street furniture activation and uses.

Identify next steps for either the VAC and/or DTC.

5.3 **MURALS ON PRIVATE DEVELOPMENT**

Provide background on the permit process for murals on private development. Discuss and explore opportunities for murals.

Identify next steps for either the VAC and/or DTC.

5.4 OTHER PUBLIC ART CONSIDERATIONS FOR DOWNTOWN DISCUSSION

Consider and discuss other potential Public Art opportunities in downtown. Committees to brainstorm other ideas and concepts for further exploration.

Identify next steps for either the VAC and/or DC.

6. COMMITTEES/STAFF COMMENTS AND QUESTIONS

No action will be taken on any questions raised by the Committees at this time.

7. ADJOURNMENT

JL/1/CDD

819-04-27-22A

AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special meetings may be called as necessary by the Committee Chair and noticed at least 24 hours in advance of the meeting.
- Questions and comments regarding the agenda may be directed to the Community Development Department at 650-903-6306.
- **SPECIAL NOTICE—Reference: Americans with Disabilities Act, 1990**
Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the Community Development Department at 650-903-6306 48 hours in advance of the meeting to arrange for assistance. Upon request by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.
- The Board, Commission, or Committee may take action on any matter noticed herein in any manner deemed appropriate by the Board, Commission, or Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.
- **SPECIAL NOTICE**—Any writings or documents provided to a majority of the Visual Arts Committee or Downtown Committee regarding any item on this agenda will be made available for public inspection in the Community Development Department, located at 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

ADDRESSING THE BOARD, COMMISSION, OR COMMITTEE

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.
- Anyone wishing to address the Board, Commission, or Committee on a nonagenda item may do so during the “Oral Communications” part of the agenda. Speakers are allowed to speak one time on any number of topics for up to three minutes.

DATE: April 27, 2022

TO: Visual Arts Committee and Downtown Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: Activating Vacant Storefront Windows with Art or Art Installations

PURPOSE

Discuss Mountain View's recent experience with activating storefront windows and how to further grow and evolve opportunities.

BACKGROUND

Currently within the downtown footprint, there are 40 vacant properties (more vacant properties exist which have entitlements being processed but are not included in the 40 spaces). Of the 40 vacant properties, 17 are retail/restaurant spaces with the balance being office or service-based spaces.

To improve the pedestrian experience and activate vacant storefront space, a collaboration between the Mountain View Chamber of Commerce, Downtown Committee member Pamela Baird, and TheatreWorks Silicon Valley occurred in fall 2021. The collaboration envisioned activating multiple vacant spaces in downtown. The Mountain View Chamber of Commerce reached out to the City for property owner contacts and information. The City provided the Chamber the contact it had access to, whether it be the direct property owner, property manager, or broker. The Chamber reached out to several property owners about activating their storefronts with art. One property owner, Nancy Gee, provided one of her storefronts to be temporarily occupied with costumes from the production of *Lizard Boy*. The window display included backdrops, drapery, and costumes.

The scale and type of window activation noted above did not require a permit from the City. Some of the challenges identified with implementing this effort included identifying and contacting owners, the owners' willingness to participate, and addressing concerns of liability.

Under the Downtown Precise Plan, there are requirements for clear windows which can limit how potential window activations could occur in the future. Additionally, the Downtown Precise Plan does not require lighted eaves outside storefronts, which can reduce the effectiveness of

the window display in the evening time if lights are not left on within the building. Adding lighting or using existing lighting can result in increased costs to a property owner.

ANALYSIS

Staff identified two cities that had implemented similar programs: San Francisco and Campbell.

San Francisco

The National Endowment for the Arts (NEA) funded a program by the San Francisco Arts Commission in 2010 for an Art in Storefronts Program. The program was launched with \$55,000, which covered project management, design and printing of marketing collateral, web design, artist stipends (\$500 each), cleaning fees to prepare the windows for installation, and minimal installation and deinstallation expenses. Property owners covered the cost of the window and site clean-up and utilities. Artists covered the cost of creating the art and installation. Some of the lessons learned from the program included:

- Difficult to get property owners to participate for several reasons;
- Some property managers we approached thought it was a great idea, but the owners, many of whom did not live in the neighborhood or even the City, declined;
- Some property owners thought it was a great idea until they had to sign the contract—a few property owners dropped out because we asked them to carry General Liability insurance; and
- The City offered to clean up properties in return for the property owners' willingness to use the space, but the property owners did not jump at the opportunity.

City of Campbell

The City of Campbell launched a vacant storefront windows program in collaboration with property owners and schools to promote available or underutilized tenant spaces. The program was a voluntary, no-cost program that allowed artwork to be temporarily displayed in storefront windows to help revitalize empty tenant spaces. The program's goal was to help owners draw more interest to their tenant spaces, deter vandalism, and engage local artists to showcase their art.

NEXT STEPS

Identify next steps for either the Visual Arts Committee and/or the Downtown Committee.

DATE: April 27, 2022

TO: Visual Arts Committee and Downtown Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: Art Box Program and Other Art Installations/Furniture

PURPOSE

Provide background on the art box program and discuss opportunities for other street furniture activation and uses.

BACKGROUND

In 2018, the City of Mountain View and the Visual Arts Committee (VAC) launched a utility box beautification pilot program called the Sidewalk Studio Pilot Program. The program focused on enriching the community through the creation of public art by transforming common City-owned utility boxes into unique vibrant artwork while deterring graffiti. The pilot program was designed to encourage civic pride, increase pedestrian traffic, while creating a more attractive environment, and expand public art into new areas of the City.

The City and the VAC commissioned five artists' teams to create and paint original designs for five utility boxes within the City of Mountain View. Each artist team was provided a \$750 stipend.

NEXT STEPS

Identify next steps for either the VAC and or DTC.

JL/1/CDD
819-04-27-22M-1

DATE: April 27, 2022

TO: Visual Arts Committee and Downtown Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: **Murals on Private Development**

PURPOSE

Provide background on the permit process for murals on private development. Discuss and explore opportunities for murals.

BACKGROUND

Any mural on a private development in downtown Mountain View requires a Planned Community Permit. A Planned Community Permit application for a mural is reviewed for consistency with the existing development of the property and the surrounding properties and may be approved or disapproved by the Zoning Administrator through the development review process. The fee for such a permit is \$2,245. Depending on the building, a Historic Preservation Permit will be required for historic sites proposing public art. Murals that are *trompe l'oeil* (realistic imagery to create the optical illusion that the depicted objects exist in three dimensions) are not permitted. Murals cannot advertise any businesses. As part of the Planned Community Permit, several designs should be submitted for review and permit consideration.

NEXT STEPS

Identify next steps for either the VAC and or DTC.

JL/1/CDD
819-04-27-22M-2