

DATE: December 10, 2025

TO: Visual Arts Committee

FROM: Deanna Talavera, Senior Housing Officer
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SUBJECT: Lot 12 Public Art Plan Overview and Appointment of Ad Hoc Subcommittee

PURPOSE

The purpose of this report is to update the Visual Arts Committee (VAC) on the Lot 12 Affordable Housing Project and its accompanying Public Art Plan. Staff are also requesting that the VAC appoint two to three members to an ad hoc subcommittee to participate in the initial review and shortlisting of artists for future consideration by the full committee. This report provides an overview of the project background, public art requirement, and the developer's proposed artist selection process, and outlines the VAC's advisory role moving forward.

BACKGROUND

The Lot 12 Affordable Housing Project is a new fully affordable housing project under development at 424 Bryant Street in downtown Mountain View. The 1.5-acre City-owned site, known as Lot 12, is located near City Hall, the Center for Performing Arts, the Public Library, and the downtown retail corridor.

To advance its affordable housing goals, the City issued a Request for Proposals (RFP) for developer selection (Attachment 1) for the Lot 12 site on December 16, 2019. The RFP invited development teams to describe how their proposals would *"facilitate placemaking and add to a sense of place and community,"* specifically through public art, publicly accessible open space, architecture and design, or other features that foster community connection.

Following the RFP process, the City selected Alta Housing and Related California (the "Development Team") to design and build the project. The development represents a significant public-private collaboration, with the City contributing the land and \$23.45 million in funding, and the County of Santa Clara providing \$19.75 million in Measure A funding.

The project will provide 120 affordable rental units in a mix of studios, one-, two-, and three-bedroom apartments for households earning up to 60% of Area Median Income (AMI). The homes will serve a diverse range of residents, including formerly homeless families in 10 Permanent Supportive Housing (PSH) units, 15 households that include a person with intellectual

or developmental disabilities (IDD), and 20 households in the Rapid Rehousing (RRH) program for those experiencing or exiting homelessness.

The project includes on-site supportive services, shared resident amenities, and a midblock pedestrian passageway that connects the site to the surrounding downtown area.

DISCUSSION

As part of the project's Conditions of Approval, the Development Team is required to prepare and implement a Public Art Plan to be reviewed and approved by City staff as part of the building permit process. The purpose of this requirement is to ensure that new developments in key areas of the City contribute to the public realm through thoughtfully integrated, community-oriented artwork.

The Public Art Plan must:

- Describe the proposed process and timeline for the selection of artist(s) and artwork;
- Provide an updated site plan showing proposed public art locations and types;
- Include City review and approval of the selected artist(s) and conceptual designs;
- Demonstrate artist commitment and installation schedule;
- Submit final design details for incorporation into the project architecture and landscape;
- Obtain a deferred permit separately from the housing development and complete art installation prior to issuance of the Certificate of Occupancy for the project.

The Development Team developed the Public Art Plan to ensure the inclusion of meaningful, community-inspired artwork that complements the project. The goal is to foster a sense of place that connects residents and visitors to both the building and the surrounding downtown neighborhood. Artwork will be designed to reflect the values of community, inclusion, and renewal, aligning with the project's mission to create stable, supportive homes for Mountain View families and individuals. Criteria will include prioritizing local artist(s) and for the art to reflect an historical and/or cultural aspect of Mountain View.

Public Art Approach and Key Components

The Developer Team's Public Art Plan contains the following key components:

- **Public Art Budget**
The total public art budget is a fixed allocation of \$75,000. This budget reflects the Development Team's commitment to commissioning high-quality artwork while maintaining flexibility for design refinement and potential additional costs. The budget was benchmarked against comparable affordable housing developments in the region.

- **Art Consultant Scope and Role**

The Developer Team retained a professional art consultant to coordinate and implement the Public Art Plan. The Developer Team and consultant will work closely with City staff and the VAC ad hoc subcommittee to:

- Identify and engage local artists through an open Request for Qualifications (RFQ) and, from a shortlist of artists, a Request for Proposals (RFP) process;
- Facilitate one to two public comment focus groups;
- Guide artists through concept development and feasibility review;
- Recommend final art locations and ensure compliance with safety and accessibility standards; and
- Oversee fabrication, installation, and completion review.

To maintain design continuity and quality, the Developer Team intends to retain the same art consultant through fabrication, installation, and project completion.

- **Maintenance**

The maintenance approach will depend on the selected artwork medium (e.g., mural, vinyl wrap, or sculpture). Maintenance considerations will be incorporated during the artist selection process, with preference given to durable materials requiring minimal upkeep. Ongoing maintenance, including cleaning and repairs, will be funded through the Project's operating budget, consistent with the methods used for landscaping, groundskeeping, and building maintenance.

- **Site and Design Considerations**

The Developer Team has reviewed potential art locations, particularly within the midblock pedestrian passageway, for visibility, lighting, safety, and accessibility. All proposed locations are confirmed to be clear of utilities and emergency access routes. These factors will be reassessed during the artist design phase to ensure the final installations meet all safety and Americans with Disabilities Act (ADA) standards.

Role of the Visual Arts Committee

Staff is seeking the VAC's participation to service in an advisory role in the review of the Lot 12 Public Art Plan and the associated artist selection process. As part of this role, staff is also asking the VAC to appoint two to three members to an ad hoc subcommittee that will work with City staff and the Development Team during the early stages of artist review.

The VAC's feedback on artist selection, concept development, and the integration of public art within the site is essential. The Committee's experience in evaluating and selecting public art is critical to ensuring that the artwork enhances the vibrancy of the downtown public realm and aligns with the City's Public Art Guidelines.

As outlined in Table 1, the VAC and ad hoc subcommittee will have opportunities to engage at multiple milestones:

- Full VAC review of the Development Team’s Public Art Plan;
- VAC ad hoc subcommittee review of the RFQ before it opens;
- VAC ad hoc subcommittee participation in reviewing artist RFQ responses and create a shortlist of artists to respond to an RFP; and
- Full VAC final review of artwork design(s) prior to installation.

This structure ensures that detailed review takes place at the subcommittee level, while the full VAC provides broader guidance at key decision points.

Following this informational presentation, the Development Team will continue working with staff to refine the Public Art Plan, initiate the artist selection process, and coordinate with the VAC and ad hoc subcommittee at key milestones (as shown in Table 1).

This phased approach enables the VAC to provide meaningful input throughout the process, rather than reviewing a fully developed plan at the end.

Table 1: Timeline

Milestone	Timeframe
Development Team submits Public Art Plan to City	Q3 2025
Public Art Plan overview and timeline w/ full VAC	Q4 2025
VAC ad hoc subcommittee to review and issue RFQ	Q1 2026
VAC ad hoc subcommittee to shortlist artists, review and issue RFP	Q2 2026
VAC ad hoc subcommittee to make final selection of artists/artwork	Q3 2026
Present final artwork designs to full VAC	Q4 2026
Installation (Prior to Certificate of Occupancy)	Q4 2027

FISCAL IMPACT

There is no fiscal impact to the City. The public art component is fully funded by the Development Team as part of the project’s Conditions of Approval.

CONCLUSION

At this time, staff is asking the VAC to appoint up to three members to an ad hoc subcommittee to participate in the review and issuance of the RFQ, shortlisting of artists, review of the RFP, and final selection of artists/artwork. Staff anticipates returning to the VAC in September 2026 for a final review of the artwork design(s) prior to installation.

Attachments: 1. Lot 12 Request for Proposals (Developer selection, issued Dec. 16, 2019)
 2. Lot 12 Public Art Plan