



MV Public Art Strategy

Ad Hoc Committee report

Dec 2023

Cast Bronze Horse
by Deborah Butterfield
1200 Crittenden Ln

Guiding Vision

***Vision* by William King**

1585 Charleston Rd



Guiding Vision

The creation of public art enriches Mountain View's **innovative** and **creative** culture, enhances the **vitality** of our **diverse** community and **will create an inspiring, equitable, and vibrant hub embraced by all.**

Public Art Goals

***Halo* by Michael Szivos**

Google Visitor Experience



Public Art Goals

Cultivate and grow Public Art in Mountain View, which enhances the city's **livability**, builds **community** and fosters **placemaking** and **identity**. Public Art reflects on Mountain View's **heritage** and **diversity**, it fuels **economic development** and fosters **art appreciation** while **supporting artists**.

Strategies

***Woven City* by LC Studio Tutto**

MV Community Center



Strategies - Framework

**Develop, augment, and
refine city policies and
procedures**

Funding - in lieu fee, art
fund, grants, tax, other

Dedicated Staffing
- art coordinator

VAC - development
and responsibilities

Strategies - Public Art Outcomes

**Expand and enhance
public art in MV** - various
art forms, physical location

Collaboration - including
institutions, art organizations

Outreach - including
website, social media

**Programs/Events/
Participation**

Initiatives for each Strategy

Alta Garage, Google

1001 Alta Ave



Develop, augment and refine city policies and procedures

- **Align and enhance K-5 policy with recommendations derived from the Public Art Strategy.**
- Adopt policies and guidelines for the selection, maintenance, relocation and deaccessioning of Public Art. Review City's donation policy relative to acceptance of gifted works of art, or public art funds
- Review policies regarding insurance requirements and permits for public art
- Enable early collaboration among architects and artists when designing public facilities and spaces.
- Commission temporary and permanent works of art for the City of Mountain View.
- Evaluate opportunities to create a city sponsored gallery space, artists studio spaces, artist residencies and artist housing
- Develop incentives and programming that attract arts and culture-focused enterprises
- Offer grants to individuals and businesses

Funding

- **Create a Percent for Public Art for Private Development Policy**
- Create a **Public Art Fund** that can roll over and grow from year to year
- Develop processes for allowing percent for art projects to allocate art to other areas of the City in need.
- Seek additional funding (e.g grants, tax, donations)

Dedicated Staff

- Create an **art coordinator position** to implement the changes, create a knowledge base for future projects, move projects forward and advocate for public art
- Explore additional staffing needs

VAC

- **Improve Jury Process for greater artist opportunities and art mediums**
- Establish processes to seek input from the public
- Regularly promote Artist Registry signups
- Develop a comprehensive public and publicly accessible art inventory and update regularly.
- Create development opportunities for committee members and staff
- Establish workflow with art coordinator
- Increase scope of involvement of the VAC:
 - Delegate the review of art in private development brought to the Development Review Committee to the Visual Arts Committee
 - Develop processes for collaboration and providing input on projects that include an art component like public facing images and signs and when commissioning artwork.

Expand and enhance Public Art in Mountain View

- **Explore alternatives to traditional public art like interactive and temporary art, art events and happenings**
- **Define processes to achieve a greater reflection of Mountain View's diversity in the selected art**
- Provide opportunities for artists to work throughout the community.
- Encourage greater private initiatives in arts and culture.
- Explore more locations for public art like art in unexpected places to activate existing spaces and create new gathering spaces, activate alleys and passageways with public art and lighting
- Incorporate art and other artistic elements to improve wayfinding throughout Mountain View, commission artistic infrastructure elements like bike racks, benches, and shade structures
- Expand exhibition of the rotating art exhibit program at City Hall and the Center for Performing Arts to include additional City Facilities and Community organizations.
- Activate vacant spaces with public art/ pop up gallery
- Create a sculpture park/trail relocating art from underused areas

Programs/Events/Participation

- Support new & existing **art events and art programming**
- Evaluate the establishment of an **open space program** that prioritizes public art in parks, open spaces and areas to improve access and wayfinding.
- Identify locations for a **youth-centered artist or maker spaces** and adopt a program promoting and encouraging **youth in arts**.
- **Boost Participation and Engagement of the general public and seek their Representation.**
- **Develop signature public art programs and events:**
 - Establish an Art or Maker event
 - Host installations/Art Shows/Receptions
 - Bring back Sidewalk Studio (the signal/utility box art program) with a focus on implementing new utility box installations along bike and pedestrian thoroughfares and adjacent to public transit

Collaboration

- **Identify, coordinate and strengthen relationships** with cultural and artist organizations, local institutions, nonprofits, grassroot initiatives, businesses and city departments and committees.
- **Pursue new opportunities for collaboration** to increase public understanding, appreciation and enjoyment of art forms, to focus on youth participation in the arts, to integrate art in open spaces, pedestrian malls, bike paths and neighborhood spaces, to develop educational materials, events and activities that support community education and participation around public art, to partner on public art funds and grants and to provide Mountain View historical context for artists to consider for future art pieces.

Outreach

- **Establish avenues for public outreach and sharing resources** by creating a VAC-specific website and Instagram account, and by leveraging existing city social media and media relationships. The website can also serve as a platform for self-guided (printed/digital) public art tours. Public art can be highlighted via city tourism channels and marketing campaigns. Specific art programming and events improve the visibility of current art.