

CITY OF MOUNTAIN VIEW PUBLIC ART STRATEGY

VISUAL ARTS COMMITTEE | 10.8.2025



City of
Mountain View

**ART BUILDS
COMMUNITY**

ART BUILDS COMMUNITY

Women-led public art consulting, planning, policy, curation, and community engagement team
based in San Jose, CA



AMANDA RAWSON

PROJECT MANAGER



QUYNH-MAI NGUYEN

CREATIVE COMMUNITY
ENGAGEMENT



BARBARA GOLDSTEIN

POLICY & FUNDING



KARLA TU

PROJECT COORDINATOR

PROCESS

INVITE

Invite city residents, business owners, workers, community leaders to share and explore ideas for the plan

GATHER

Gather community input through interactive art engagement activities and surveys

CREATE

Create a public art plan that will include a vision, mission statement, objectives/guiding principles, and recommendations.

PROVIDE

Provide a set of goals, policies, and objectives that will guide the development and enhancement of the public art inventory and public art program

DEVELOP

Develop the public art strategy

PROJECT TIMELINE



WHAT CAN PUBLIC ART BE?

Public art is art or art experiences across all genres and disciplines. It can be temporary and/or permanent and should be free and accessible to the public.

COMMUNITY ENGAGEMENT

Community Pop-ups:

- Oct 10, 2025 - Senior Center
- Oct 16, 2025 - In-Person Community Meeting
- Oct 22, 2025 - Online Community Workshop
- Oct 25, 2025 - Monster Bash
- Nov 1, 2025 - Dia de Muertos

Additional Engagement

- October 13, 2025 - Artist RFP Closes at noon
- Website (CollaborateMV, Economic Development)
- Online Survey





REVIEW OF THE AD HOC COMMITTEE REPORT 2023

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.**

"Mountain View is an arts destination with diverse public art that enriches the city's innovative and creative culture and enhances the vibrancy of our diverse community."

- City Council Vision wording developed at the Study session in Oct. 2024

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

Framework:

- Develop, augment, and refine city policies and procedures
- Dedicated Staffing
- Funding
- Visual Arts Committee (VAC)

Outcomes:

- Expand & enhance public art in Mountain View
- Collaboration
- Outreach
- Programs, Events, Participation



INITIATIVES FOR EACH STRATEGY BASED ON AD HOC COMMITTEE REPORT 2023

DEVELOP, AUGMENT, & REFINES CITY POLICIES & 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



DEVELOP, AUGMENT, & REFINE CITY POLICIES & PROCEDURES CONTINUED...

- 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





VISUAL ARTS COMMITTEE

- 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

VISUAL ARTS COMMITTEE CONTINUED...

- Establish workflow with art coordinator
- Increase scope of involvement of the Visual Arts Committee:
 - 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 & 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.
- 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

EXPAND AND ENHANCE PUBLIC ART IN MOUNTAIN VIEW CONTINUED...

- Encourage greater private initiatives in arts and culture.
- 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 and 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.



PROGRAMS, EVENTS, PARTICIPATION CONTINUED...

- 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.



COLLABORATION CONTINUED...

- 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.

CALL TO ACTION!

TAKE THE SURVEY!

Closing on
December 14, 2025

SHARE WITH YOUR
FAMILY AND FRIENDS!

ATTEND A COMMUNITY
EVENT OR MEETING



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<https://collaborate.mountainview.gov/public-art-strategy-2025>



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