

**DATE:** September 18, 2023

**TO:** Youth Advisory Committee

**FROM:** John Lang, Economic Vitality Manager

**SUBJECT:** **Public Art Strategy**

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**PURPOSE**

Provide feedback on the draft initiatives that support the Public Art Strategy.

**BACKGROUND**

The development of Mountain View's Public Art Strategy (Public Art Strategy) looks to expand opportunities for public art within the community with specific strategies and initiatives, which make art more accessible and available within Mountain View. Over the last 18 months, the Visual Arts Committee (VAC) has been discussing different elements of the strategy beginning with a vision statement and various policy considerations.

**ANALYSIS**

**Draft Vision Statement**

The creation of diverse public art enriches Mountain View's innovative and creative culture, enhances the vibrancy of our community, supports local artists, and transforms Mountain View into an arts hub.

**Draft Public Art Goals**

- Building community.
- Placemaking.
- Reflecting heritage.
- Economic development.

### **Draft Strategies**

- Develop, augment, and refine City policies and procedures to better align and encourage art appreciation and placekeeping.
- Create more public art opportunities providing for public expression and vitality of art in the Mountain View community.
- Pursue new opportunities for collaboration with artist organizations.

### **Updated Initiatives for Each Strategy**

1. Develop, augment, and refine City policies and procedures to better align and encourage art appreciation and placekeeping.
  - 1.1 Develop a Public Art Fund that supports art appreciation and installations.
  - 1.2 Improve Jury Process for greater artist opportunities and mediums, including more public engagement.
  - 1.3 Develop a comprehensive public and publicly accessible art inventory and update regularly.
  - 1.4 Work with the Public Works Department and the community in identifying future opportunities to locate public art, ensuring greater equity and distribution of art throughout Mountain View.
  - 1.5 Align Council Policy K-5 with recommendations derived from the Public Art Strategy.
  - 1.6 Adopt policies and guidelines that further the vision of the Public Art Strategy, including selection, maintenance, and deaccessioning of public art.
  - 1.7 Review City's donation policy relative to acceptance of gifted works of art, or public art funds, to the City of Mountain View.
  - 1.8 Encourage early collaboration among architects and artists when designing public facilities and spaces.
  - 1.9 Evaluate the establishment of an open space program that prioritizes public art in parks, open spaces, and areas to improve access and wayfinding.

- 1.10 Develop incentives and programming that attract arts and culture-focused enterprises and support, retain, and build a diverse creative class that live and work in Mountain View.
- 1.11 Develop processes for allowing percent for art projects to allocate art to other areas of the City in need.
- 1.12 Commission temporary or permanent works of art for the City of Mountain View.
2. Create more public art opportunities providing for public expression and vitality of art in the Mountain View community.
  - 2.1 Increase the availability of spaces for artists to both work and live.
  - 2.2 Incorporate art and other artistic elements to improve wayfinding throughout Mountain View.
  - 2.3 Through grassroots efforts, encourage greater private initiatives in arts and culture.
  - 2.4 Provide opportunities for artists to work throughout the community and create artwork that is appropriate in context to its locations.
  - 2.5 Expand exhibition of the temporary art exhibit program at City Hall and the Center for Performing Arts to include additional City facilities and community organizations.
  - 2.6 Focus on prioritizing functional and environmental art for public facilities.
  - 2.7 Bring back the utility box art program with a focus on implementing new utility box installations along bike and pedestrian thoroughfares.
  - 2.8 Identify locations for a youth-centered artist or maker spaces and adopt a program promoting and encouraging youth in arts.
3. Pursue new opportunities for collaboration with artist organizations.
  - 3.1 Identify, coordinate, and strengthen relationships with existing cultural arts organizations.
  - 3.2 Collaborate with the VAC and Performing Arts Committee (PAC) to increase public understanding, appreciation, and enjoyment of art forms and activities through events and marketing.

- 3.3 Develop educational materials, events, and activities in partnership with other art organizations that support community education around public art.
- 3.4 Work with the Mountain View Historical Society to provide basic Mountain View historical context for artist to consider for future art pieces.
- 3.5 Partner with local and regional arts organizations on public art and placemaking grants and projects that support local artists.

### **NEXT STEPS**

Staff is seeking feedback and input on the draft goals, strategies, and initiatives to further refine a public art strategy for City Council consideration. Input received today will further refine and augment the Public Art Strategy document. Staff anticipates bringing the Public Art Strategy to the City Council in the late fall time frame.

~~JL/6/CDD~~  
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