

Community Development Department,
Economic Development Division

DATE: October 11, 2023

TO: Visual Arts Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: Update from Ad Hoc Committee Related to Public Art Strategy

PURPOSE

The Visual Arts Ad Hoc Committee on the Public Art Strategy will share with the larger Committee their work on revisions to the proposed goals, strategies, and actions. In conjunction with the verbal update by the Ad Hoc Committee on proposed changes, staff will provide information received from recent community engagement to further augment the working draft of the Public Art Strategy.

JL/4/CDD
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Attachment: 1. Ad Hoc Committee Draft Working Notes

CITY OF MOUNTAIN VIEW PUBLIC ART STRATEGY - DRAFT

Ad Hoc Committee - October 2023

“Public art can express community values, enhance our environment, transform a landscape, heighten our awareness, or question our assumptions. Placed in public sites, this art is there for everyone, a form of collective community expression. Public art is a reflection of how we see the world – the artist’s response to our time and place combined with our own sense of who we are.”

<https://www.associationforpublicart.org/what-is-public-art/>

Current draft: <https://econdev.mountainview.gov/business/public-art-strategy>

Vision Statement

Previous:

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.

New:

The creation of diverse public art enriches Mountain View’s innovative and creative culture, enhances the vibrancy of our **diverse** community and transforms Mountain View into **an art destination**.

More drafts for discussion:

Mountain View envisions public art that reflects our diverse identities, activates public spaces, fosters belonging, catalyzes economic growth, and enhances artistic innovation. Public art will create an inspiring, equitable, and vibrant hub embraced by all residents.

Mountain View envisions public art that cultivates a vibrant civic culture, enhances livability, builds community, fosters placemaking rooted in our heritage and diversity, and fuels economic growth. Public art will create an inspiring, equitable hub embraced by all, reflecting Mountain View's diverse identities and catalyzing belonging.

Public Art Goals

Previous:

- Building community
- Placemaking
- Reflecting heritage
- Economic development

New:

- **Cultivate a vibrant Civic Art Culture**
- **Enhance Mountain View's Livability**
- Build Community
- Foster Placemaking and **Identity**
- Reflect Mountain View's Heritage and **Diversity**
- Fuel Economic Development

Strategies

Previous:

- 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

New:

- Develop, augment, and refine City policies and procedures to better align **and implement the Public Art Strategy initiatives**
- **Expand and enhance public art in Mountain View to make it more prevalent, diverse, relevant and enriching**
- **Broaden the scope of public art in MV by expanding outreach, encouraging public participation and fostering collaboration**

Updated Initiatives for Each Strategy

1. Develop, augment, and refine city policies and procedures

- 1.1. Align **and enhance** K-5 policy with recommendations derived from the Public Art Strategy.
- 1.2. Create a Percent for Public Art for Private Development Policy**
- 1.3. Create a Public Art Fund
- 1.4. Develop processes for allowing percent for art projects to allocate art to other areas of the City in need.
- 1.5. Change K-5 policy to allow for a soft cap with reduced contribution for projects above the current cap, and provide an option to contribute funds towards Public Art Fund instead of /or in addition to on-site artwork.**
- 1.6. Partner with developers to incorporate public art in private mixed-use sites**
- 1.7. Improve Jury Process for greater artist opportunities and art mediums
- 1.8. Establish ways to involve the public in art selection and art programming**

- 1.9. Simplify and regularly promote Public Art Registry signups**
- 1.10. Develop a comprehensive public and publicly accessible art inventory and update regularly.
- 1.11. Adopt policies and guidelines for the selection, maintenance, **relocation** and deaccessioning of Public Art.
- 1.12. Review City's donation policy relative to acceptance of gifted works of art, or public art funds, to the City of Mountain View.
- 1.13. **Enable** early collaboration among architects and artists when designing public facilities and spaces.
- 1.14. Establish procedure to seek artist input into master plan**
- 1.15. Evaluate the establishment of an open space program that prioritizes public art in parks, open spaces and areas to improve access and wayfinding.
- 1.16. Evaluate opportunities to support local artists through city sponsored gallery space, studio space, and affordable housing**
- 1.17. Offer artist residencies**
- 1.18. 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.
- 1.19. **Offer grants for businesses who want to incorporate art on their premises**
- 1.20. Commission temporary and permanent works of art for the City of Mountain View.
- 1.21. Delegate the review of art in private development brought to the Development Review Committee to the Visual Arts Committee**
- 1.22. Add a Visual Arts Committee member to the Development Review Committee**
- 1.23. Empower the VAC to provide input on public facing images, icons, and signs**
- 1.24. Enhance the management of the public art program**
- 1.25. Increase professionalization of the VAC**

2. Expand and enhance public art in Mountain View

- 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. Encourage greater private initiatives in arts and culture.
- 2.4. Provide opportunities for artists to work throughout the community.
- 2.5. 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.
- 2.6. Identify locations for a youth-centered artist or maker spaces and adopt a program promoting and encouraging youth in arts.
- 2.7. Improve visibility of current art through art programming and online resources (map).**
- 2.8. Explore new avenues for public art like a museum, a public art gallery, a workshop space**
- 2.9. Provide more public art programming**
- 2.10. Support new and existing art events**

- 2.11. **Develop signature public art projects:**
 - **Activate vacant spaces with public art**
 - **Identify vacant space for pop up gallery**
 - **Maker event**
 - **Host installations/Art Shows/Receptions**
- 2.12. **Bring back the utility box art program with a focus on implementing new utility box installations along bike and pedestrian thoroughfares and adjacent to public transit**
- 2.13. **Explore alternatives to traditional public art like interactive and temporary art, art events and happenings**
- 2.14. **Define processes to achieve a greater reflection of Mountain View's diversity in the selected art**
- 2.15. **Explore more locations for public art like art in unexpected places to activate existing spaces and create new gathering spaces**
- 2.16. **Activate alleys and passageways with public art and lighting**
- 2.17. **DELETE:** Focus on prioritizing functional and environmental art for public facilities.
- 2.18. **Commission artistic infrastructure elements like bike racks, benches, and shade structures**

3. Broaden the scope of public art in MV by expanding outreach and encouraging participation and collaboration

- 3.1. **Identify, coordinate and strengthen relationships with cultural and artist organizations, local institutions, nonprofits, businesses and city departments and committees**
- 3.2. **Pursue new opportunities for collaboration with cultural and artist organizations, local institutions, nonprofits, businesses and city departments and committees**
 - 3.2.1. to increase public understanding, appreciation and enjoyment of art forms and activities through events, programs and marketing.
 - 3.2.2. to integrate art in open spaces, pedestrian malls, bike paths and neighborhood spaces
 - 3.2.3. to develop educational materials, events and activities that support community education **and participation** around public art.
 - 3.2.4. to partner on public art funds and grants
 - 3.2.5. to provide Mountain View historical context for artists to consider for future art pieces
- 3.3. **Boost Participation and Engagement of the general public and seek their Representation**
- 3.4. **Establish avenues for public outreach and sharing resources:**
 - **Create VAC-specific website and Instagram account, and leverage existing city social media and media relationships**
 - **Highlight local public art via city tourism channels and marketing campaigns**
 - **Create a platform for self-guided (printed/digital) public art tours**
- 3.5. **Seek grants from state agencies, the National Endowment for the Arts, and philanthropic organizations**

Feedback from Old Mountain View Neighborhood Association Ice Cream Social August 26 1 to 3 pm at Mercy-Bush Park

Post-its

On Vision

- Increase people involvement not just artists
- Art is part of live in Mountain View

Overall Art Strategy comments

- Art making in Parks
- Art in Neighborhood
- Art making (display on new Castro Street)
- Benchmark other communities
- Inclusive
- Vibrant Life
- Enhance and beautify the public space
- Grow art making and appreciation
- Engage all ages
- Evolving
- facing forward
- Easy to find on website
- Involve the community
 - all ages
 - all groups
 - all neighborhoods
- More protected bike lands please (enabling art to be seen)
- Do surveys
- Create a sense of place (not generic)
- Have more art seen in Mountain View like art is seen in Palo Alto and Los Altos
- Increase involvement in art
- Identify communities by their art

Feedback from Art and Wine Festival September 9th and 10th

Post-its

- More Murals
- More murals
- more murals in neighborhoods and communities
- Murals on open wall space by local artists
- Can blank walls be used for murals or event advertising (Glinko as example)
- Art should represent our community.
- Art as a reflection of our community
- art can help improve sterile neighborhoods (no sense of place in mountain view)

- Docent tours of art
- Walking tour of art for awareness
- Amplify art map
- +[Increase] communication
- Art studios in vacant spaces-have artist donate a piece of art work to the City as a form of rent
- Improve process to approve art (re permits)
- Artmobile/bring art to the neighborhood
- community art programming
- Less abstract
 - Related to sense of place
- Music on plaza on Castro
- Berlin wall piece of art- need to preserve history
- sonic
- interactive wind and solar
- Preserve photographs...what was MV before (similar to historical society)
- More art please (youth)
- More coloring art opportunities (youth)

Feedback from Youth Advisory Committee Sep 18,2023

- We need more traditional [historical/ethnic] art in Mountain View
- What about using the Castro Street barriers for art? Could they be food themed
- What can be done on Castro Street?
- Shoreline Park should have more art
- What about ceramics as opportunities for art? (in regards to art classes, example was high school glass blowing, would that be good for MV)
- Paint benches.
- Develop partnerships with Schools and Art Classes.
- Talk to teachers about art.
- Do school announcements.
- Find art clubs in schools.
- Principal newsletters helps get info to parents.
- What about Teen week or collaborate to do a teen art showcase?
- Could a mosaic tile mural be created? Using smaller art to create a bigger art image (*think Cesar Chavez photo mosaic*)
- Can City provide resources?
- Culture should be reflected
- What about Graffiti as art?
- Can we do white board walls for Art?
- Can Canvases be set up in Downtown (walls)?