

Contents

Acknowledgements

Executive Summary

Section 1: Introduction & Current Program Overview

Section 2: Strategy Development Process

Section 3: Best Practices

Section 4: Community Engagement

Section 5: Findings

Section 6: Vision, Mission and Goals

Section 7: Recommendations and Actions

Appendices

- A. Visual Arts Committee Draft Public Art Strategy 2024
- B. Council Policies (K-5 and K-6)
- C. Public Art Inventory
- D. City Council Study Session October 2024
- E. Public Art Program Benchmark Cities
- F. Community Feedback
- G. Implementation Plan

Executive Summary

Mountain View has long been recognized as a global center of innovation and creativity. Located in the heart of Silicon Valley, the City has evolved from its agricultural roots into an internationally significant hub of technology, research, and entrepreneurship. As Mountain View continues to grow and diversify, there is a meaningful opportunity to further reflect this culture of innovation through a vibrant and visible Public Art Program.

Mountain View's existing public art collection provides a solid foundation for this effort. Today, the city's combined publicly and privately funded art collection includes 122 artworks located throughout parks, civic facilities, and private developments. For more than three decades, public art in Mountain View has been guided primarily by City Council Policy K-5: Public Art and Capital Improvement Projects, which dedicates a portion of capital improvement funding to public art. Additional artworks have been installed through private development, donations and community partnerships. To reflect the full vibrancy of the community, references to the city's public art collection include both City-commissioned pieces and publicly accessible art on private property, which together form a more diverse and inclusive cultural tapestry.

The 2026 Public Art Strategy builds on this foundation by establishing a shared vision for how public art can enhance the City's public spaces, reflect the diversity of its community, and contribute to Mountain View's cultural and economic vitality. The strategy outlines a framework for expanding the visibility and impact of public art while ensuring the program's long-term sustainability.

The strategy focuses on two primary goals:

- 1. Expanding Public Art Opportunities:** Expand the visibility and reach of the City's collection through diverse programming, including permanent commissions, temporary installations, and creative placemaking. By utilizing strategic branding and marketing, the City will enhance the promotion of its publicly accessible public

and private cultural assets to ensure residents and visitors can consistently engage with and experience public art.

2. **Program Administration and Policy:** Modernize governance, funding, and operational policies to support the long-term sustainability of the Public Art Program and support the continued growth of the City’s art collection.

Together, the recommendations outlined in this strategy provide a roadmap for the next decade of public art investment. By further integrating art into parks, streetscapes, transit corridors, and private development, Mountain View can strengthen its identity as a welcoming, vibrant city where innovation, creativity, and community life intersect.

SECTION 1: INTRODUCTION AND CURRENT PROGRAM

The City of Mountain View’s public art program combines advisory oversight, incidental public and private art creation, and rotating art exhibitions. While these elements have successfully built a foundational collection, they have historically functioned independently of a long-term strategic vision.

The program is administered by the Economic Development Division within the Community Development. The City of Mountain View Public Works and Community Services Departments oversee additional art-related projects and programming.

The Visual Arts Committee (VAC) serves as the City’s primary advisory body on public art. Established in 1989, the seven-member committee advises the City Council on public art policy and artist selection for City-funded projects and rotating exhibitions, and also supports community engagement.

Funding and Policy Framework

There are a range of Council policies and City planning documents that provide the framework for the public art program, defining its funding, strategic direction, and integration into the City's landscape:

- **Council Policy K-5: Public Art & Capital Improvement Projects:** Established in 1987, this "percent-for-art" policy is the primary driver of the City's art collection. It originally designated 1% of construction budgets for select capital improvement projects to be set aside for public art. In 2022, the City Council increased this requirement to 2% for City-funded projects over \$1 million, with a funding cap of \$400,000, and attempted to add clarity on the application of the policy. The policy is site-specific, meaning the funding must be used at the project site. Eligible projects include new parks, new buildings, major renovations of existing buildings, new bridges, new or renovated public plazas, new trails or trail extensions, new bicycle/pedestrian over- or under-crossings, or other capital projects as directed by the City Council. This policy has resulted in 52 public art installations to date.
- **Council Policy K-6: Gifts and Donations:** This policy provides a framework for the City to accept donations of money, equipment, or art. The City has used the policy to accept artworks, including the Berlin Wall fragment adjacent to the Mountain View Public Library.
- **City Council Goals and Priorities:** The Fiscal Year (FY) 2025–27 Council Strategic Priorities celebrate cultural diversity through a "Community for All," enhancing "Mobility and Connectivity" via creative infrastructure, and fostering "Economic Vitality" and "Livability" by strengthening the identity and vibrancy of Mountain View's neighborhoods and commercial hubs.
- **Land Use Planning (General Plan and Precise Plans):** The 2030 General Plan (Goal POS-11 and Policy POS 11.1) and various area-specific precise plans (including Downtown, East Whisman, El Camino Real, North Bayshore, and San Antonio) identify arts and placemaking as core components of the City's cultural identity and public realm. These documents provide a framework for integrating

public art into both public spaces and private development, utilizing art as a tool to enrich the pedestrian experience and reinforce neighborhood character.

- **The Economic Vitality Strategy:** The Economic Vitality Strategy (EVS) supports creativity as a tool for economic resilience, neighborhood branding, and small business support through actions such as strategic placemaking initiatives, support for artists and the creative economy, and the integration of art into functional infrastructure like wayfinding signage.

Public Art Collection Management

“Public art collection management” refers to the strategic, administrative, and physical care of artworks in public spaces, including the documentation, maintenance, deaccessioning, and curation of City-owned art. While the City does not have a formal Public Art collections management policy, it does implement key components of such a policy:

- **Documentation and Inventory:** 122 artworks are located in Mountain View, including the City’s public art collection of 52 artworks and the 70 pieces of publicly accessible art on private property. Throughout this document, references to the city’s public art collection include both City-commissioned works and publicly accessible art on private property, recognizing that private contributions are vital to the diversity and richness of Mountain View’s cultural landscape. These artworks are documented online through the City’s [Public Art Map](#) that allows residents and visitors to learn about and locate them throughout the city, although the City’s documentation of the artworks on its own property does not include all recommended information based on best practices, such as historical and technical information.
- **Maintenance:** Maintenance of public artworks is currently the responsibility of the Community Services or Public Works Departments, depending on the location (public space, park, or facility) in which the art is housed. The City’s current artist’s agreement template requires the artist to prepare written maintenance instructions

for appropriate maintenance and preservation of the artwork prior to its installation. The City's agreement also establishes a three-year artist warranty that requires the artist to address defects in materials and workmanship. The City does not currently set aside designated funding to maintain its public art.

- **Deaccession:** This is the process for relocation or removal of artwork. The City does not currently have a policy for the removal of art when landscapes change, buildings are altered or demolished, or artworks have deteriorated beyond repair. The Visual Artists Rights Act, which establishes artist rights requirements when a change to a public artwork is contemplated, is the basis used in the absence of a deaccession policy.
- **Gifts and Donations of Art:** Council Policy K-6 provides a framework for accepting gifts and donations, including artwork. The policy primarily addresses financial and logistical considerations associated with donations.
- **Artist Selection Process:** The City uses an online platform to issue calls for artists to submit proposals and qualifications for public art projects. The VAC reviews and scores applications based on established criteria and provides recommendations to Council for approval.

Existing Programs and Initiatives

In addition to permanently installed artworks, the City supports a range of public art programs and initiatives that include temporary, rotating, and partnership-based installations.

- **Mountain View Center for the Performing Arts (MVCPA) Lobby Gallery and City Hall Exhibitions:** The City manages a rotating exhibition program highlighting regional artists in the MVCPA lobby. The exhibitions provide local Bay Area artists with high-visibility opportunities and a stipend, while ensuring continually changing visual arts experiences for visitors. Additionally, the City Hall Rotunda has served as a community gallery space, where Mountain View nonprofits and governmental

agencies, such as Stevenson Elementary School’s “Art Focus” program, exhibit youth and community-led art.

- **Cultural Events:** Throughout the year, the City hosts major cultural celebrations, including Dia de Muertos, Lunar New Year, and the Multicultural Festival. These events often feature free, hands-on arts and crafts led by partners like the Community School of Music and Arts (CSMA). Leading up to these events, the City may curate displays of traditional art, attire, and artifacts, reflecting Mountain View’s diverse heritage.
- **Pilot Projects and Placemaking Initiatives:** The City periodically implements pilot projects to explore new formats for public art and creative placemaking. These initiatives have included utility box murals, bollard painting and community-driven art installations.
- **Facade Improvement and Mural Grant Program:** The program includes murals as an eligible project expense for business owners looking to enhance their storefronts. This program reduces administrative barriers and provides enhanced financial resources, encouraging the transformation of private walls into public landmarks.
- **Arts Education:** Through the Recreation Division, the City offers arts-based classes and camps for all ages. Programs range from traditional arts and crafts activities like sewing and jewelry-making to modern film and animation. Additionally, the City has a long-standing partnership with CSMA and provides annual funding to provide the Music4Schools and Arts4Schools programs through the Mountain View Whisman School District.

SECTION 2: STRATEGY DEVELOPMENT PROCESS

The 2026 Public Art Strategy builds upon prior Council direction and ongoing efforts to expand and strengthen the City’s Public Art Program. Since 2017, the City Council and VAC have explored opportunities to strengthen the City’s public art framework, particularly regarding art in private development and long-term program sustainability. The following

section outlines the key milestones and the research and community engagement methodology that informed the development of this strategy.

Background and Council Direction

This strategy is the result of nearly a decade of civic momentum, including:

- 2017 – 2019: The City Council FY 2017-19 work plan directed the VAC to develop a strategy that would encourage public art in private development; the goal remained in the Council’s FY 2019-20 and FY 2021-23 work plans.
- 2019 – 2020: The City engaged a consultant to develop a Public Art Strategy; however, the project was paused due to the COVID-19 pandemic.
- 2021 – 2024: Work on the Public Art Strategy continued "in-house" through the VAC.
- 2024: The City Council held a study session on October 22, 2024, to discuss policies around public art.
- 2025-2026: The City reengaged a consultant to finalize a comprehensive Public Art Strategy to guide the City’s public art efforts over the next decade.

Strategy Development Process and Timeline

Efforts to develop the 2026 Public Art Strategy launched in June 2025, including a combination of research and community engagement. Research included tours of public art sites and review of the VAC’s Draft Public Art Strategy, existing City planning documents, and comparable Public Art Programs in other jurisdictions. Community engagement efforts included interviews with key internal and external stakeholders (City staff, VAC, artists, businesses, community organizations, and developers), community workshops and pop-up tabling at community events.

The timeline for the development of the strategy was as follows:

- June 2025 – February 2026: Project Initiation and Research
- September 2025 – February 2026: Community Engagement
- December 2025 – March 2026: Analysis and Recommendation Development

- March 2026 – October 2026: Draft Development of the Public Art Strategy
- July 2026: Presentation of Draft Public Art Strategy to the VAC
- October 2026: City Council Review and Adoption of Public Art Strategy

SECTION 3: BEST PRACTICES

This section benchmarks Mountain View’s public art framework against peer cities in the Bay Area to identify typical regional practices for staffing, funding, and policy. Table 1 demonstrates the public art program components of the benchmark jurisdictions. Some of the major themes emerging from the research include:

- **Public Art Strategies/Master Plans:** A public art strategy or master plan establishes the foundation for a city’s operational policies and strategic, long-term vision for public art. Both a public art strategy or master plan and the process of its development offer a way to define a community’s cultural needs in addition to the community’s physical identity. Adopting a formal public art strategy has become a best practice for municipalities looking to maximize the return on their cultural investments. Public art strategy adoption supports a city’s transition from reactive, project-by-project commissioning to centralized, strategic planning of its art collections. Neighboring jurisdictions, such as Los Altos, Palo Alto, and Sunnyvale, have adopted such strategies, while others, like Los Gatos, are finalizing them for eventual adoption.
- **Staffing:** Professional management of a municipal public art program requires at least one dedicated staff person to oversee the specialized, technical, legal, and fiscal requirements of the collection. A single, dedicated full-time equivalent (FTE) is common for most active public art programs in the Bay Area. Jurisdictions with more extensive collections and initiatives, such as Palo Alto and Sunnyvale, employ larger, multi-person teams to oversee their public art programs and public art collections.

- **Funding:** Most funding for art programs is achieved through percent-for-art ordinances, which establish a consistent revenue stream from both public and private investment.
- **Municipal Art Allocations and Administration:** For municipal projects, most Bay Area cities allocate 1% to 1.5% of their capital improvement project budgets to a public art fund. This type of centralized funding model allows for strategic integration of art into public infrastructure while providing the flexibility to allocate resources for other art-related expenses, such as maintenance or temporary installations. To support the professional management of public art funds, some cities formalize the use of a percentage of the art budget for administrative overhead. For example, Santa Cruz allocates 25% of its public art funds specifically for program administration and oversight. Alternatively, Milpitas uses General Fund appropriations to support staffing and implementation requirements, maximizing funds for production and maintenance.
- **Private Development Requirements:** The regional benchmark for private development is a 1% construction valuation requirement. Some cities use a tiered approach, requiring 1% for non-residential projects and 0.5% for residential developments, to align public art contributions with specific land-use goals and project scales. Most ordinances utilize a dual-track fulfillment model, allowing developers to either install publicly accessible artwork on-site or pay an in-lieu fee into a centralized public art fund (e.g., Palo Alto, Sunnyvale, and Cupertino)
- **Other Policies, Practices, and Procedures:** In addition to a Percent for Art in Public or Private Development, there are various best practice policies and procedures that support the success and legal compliance of a public art program and collection. The policies listed below can be incorporated into a single collections management policy framework to address the strategic, administrative,

and physical care of artworks, from initial acquisition through long-term stewardship. Other best practice policies and procedures include:

- **Artist Selection Procedures:** The purpose of a formal artist selection procedure is to provide a transparent and fair competition and to protect the City from administrative bias during the artist commissioning process. Organizations commissioning public art projects typically invite artists to submit proposals through calls for artists, either via a formal Request for Qualifications (RFQ) or Request for Proposals (RFP), or a combination of the two. For select projects, it may be appropriate to hold invitational competitions (invite a select few artists to apply) or direct selections (select a specific artist or group of artists to complete a technical project). Calls for artists should identify artist eligibility (e.g., geographic focus, skill set, age limitations) and selection criteria (e.g., artistic excellence, years of experience working in public art, experience working in community settings). In some cases, cities will pay artists a stipend or honorarium to prepare design concepts or project ideas, depending on the amount of work they are being asked to do, before making a final selection.

Successful art programs incorporate a thoughtful, inclusive selection panel process to maximize resources and involve community members and professional peers. The City of Sunnyvale, for example, utilizes project-specific selection panels made up of community stakeholders, artists, public art or design professionals, and relevant City staff; the panel provides initial feedback on the project scope (art locations and themes), reviews RFQ submissions, and recommends a select number of artists to invite through an RFP process to prepare concept designs. The concept designs are brought to the Sunnyvale Arts Commission for final selection recommendation, and then to the Sunnyvale City Council for approval.

- **Deaccessioning:** Deaccessioning policies establish the legal criteria for removing artworks in a city's collection that are irreparably damaged, pose safety hazards, or no longer align with the City's strategic goals. In place of a deaccessioning policy, the Visual Artists Rights Act establishes artist rights requirements when the removal of a public artwork is considered.
- **Maintenance:** Maintenance is addressed through policy, operations, and funding. Integrating dedicated maintenance funds and regular inspection schedules into the management framework protects the City's financial investment by addressing deterioration and safety concerns before costly restoration is required. Additionally, a best practice that supports long-term maintenance of a city's public art collection is to require artists to prepare a formal maintenance plan. The intent of a maintenance plan is to provide the purchasing body with the technical documentation necessary to sustain an artwork's physical and aesthetic integrity. The plans, prepared by the artist and accepted by the City, outline specific cleaning protocols, materials specifications, fabrication details, and anticipated conservation needs, allowing the City to accurately forecast and budget for long-term lifecycles. For example, the City of Los Altos mandates a detailed Public Art Maintenance Plan, requiring artists to consider long-term care from the project's inception.
- **Gifts & Donations:** Structured gift policies mitigate long-term maintenance liabilities by establishing strict quality and safety criteria for the vetting and acceptance of unsolicited artworks. An offer of a gift must be considered carefully and fairly, and can be a means of creating a civic collection. San Mateo, Sunnyvale, and Los Altos utilize specific guidelines to vet and approve art donations to the city.

Table 1. Public Art Program Benchmark Summary

CITY	Adopted Art Strategy/Plan	Dedicated Staff	Percent for Art in Public Projects	Percent for Art in Private Developments	Gifts, Donation, or Sponsor Policy	Maintenance Policy	Deaccessioning/ Removal Policy
Cupertino	No	No	Yes (0.25%)	Yes (0.25%)	No	Yes	No
Los Altos	Yes	No	Yes (1%)	Yes (1%)	Yes	Yes	Yes
Los Gatos	In-Progress	1 FTE	No	Yes (1%)	Yes	No	Yes
Milpitas	Yes	1 FTE	Yes (1.5%)	Yes (0.5%)	Yes	No	No
Mountain View	In-Progress	1 FTE	Yes (2%)	No	Yes	No	No
Palo Alto	Yes	4 FTE	Yes (1%)	Yes (1%)	Yes	Yes	Yes
Redwood City	Yes	1 FTE	Yes (1%)	Yes (1%)	Yes	Yes	Yes
San Mateo	No	1 FTE	No	Yes (1.19%)	Yes	Yes	Yes
Sunnyvale	Yes	1.5 FTE	Yes (1%)	Yes (1%)	Yes	Yes	Yes

See **Appendix E: Public Art Program Benchmark Cities** for more details on the comparable public art programs.

Activation and Initiatives: Beyond governance and policy, a common thread among mature public art programs is the integration of art into daily physical and social experiences in the public realm. Public art initiatives leverage the foundational best practices described above to increase the public art collection’s visibility, foster private sector partnerships, and embed artistic elements into everyday public infrastructure. Examples of community activation and initiatives include (but are not limited to):

- **Functional Infrastructure:** Integrating art into utilitarian objects, such as artist-designed waste receptacles or custom transit seating, to enhance the aesthetic quality of high-density pedestrian areas. (*Example: Oakland Mosaic Trash Cans*)
- **Public Awareness and Navigation:** Utilizing guided walking tours or artist-commissioned, self-guided maps to encourage the exploration of public art concentrations and increase civic engagement with cultural assets. (*Examples: Sunnyvale’s Downtown Public Art Tours and Santa Cruz’s Artist-Designed Walking Maps*)
- **Interactive Educational Resources:** Commissioning interactive media, such as artist-illustrated coloring books featuring collection highlights and project

descriptions, to promote arts appreciation and provide accessible entry points for community engagement. (Example: Santa Cruz’s Public Art Coloring Book)

- **Private Property Mural Programs:** Facilitating City-funded and commissioned murals on private buildings through formal initiatives to lower administrative barriers for property owners and expand the reach of public art beyond City-owned sites. (Example: Palo Alto’s “Calls for Walls” Mural Program)

SECTION 4: COMMUNITY ENGAGEMENT

Community engagement is a critical step in developing strategic planning documents that are equitable, locally relevant, and have public support for implementation. The Public Art Strategy’s community engagement, launched in September 2025, utilized a variety of tools to support an inclusive and accessible experience for a broad range of community members.

Efforts included surveys, interactive workshops, online tools, and engaging residents at local events. Artist-led pop-up events solicited community feedback through artmaking and facilitated conversations. The pop-up tabling activities lowered barriers to participation and, with the support of on-site language interpreters, successfully reached a representative cross-section of Mountain View, including youth, seniors, and BIPOC (Black, Indigenous, and People of Color) residents.

Engagement Outcomes by the Numbers

- **Events:** 10
- **Total Participants Engaged:** Over 700
- **Surveys Collected:** 306
- **Vision Board Sticker Votes:** 2,806
- **Map Pins/Location Suggestions:** 266
- **Most Requested Art Type:** Functional, light, gateways, temporary, interactive, and murals

- **Top Priority Location:** Downtown Mountain View, Parks and Trails, and Transit Areas

Survey

Available in English, Mandarin, and Spanish, the online and paper surveys received 306 responses from Mountain View residents, visitors, and employees. Of the respondents, 76% identified as residents, 22% as employed in Mountain View, and 21% as artists, with ages ranging from under 18 to 65+.

Top Preferences by Category:

What is the first thing that comes to your mind when you think of Mountain View?

- Culturally Diverse (66%)
- Vibrant Downtown (62%)
- Innovation and Technology (50%)

Where would you like to see public art and cultural arts programs?

- Downtown Mountain View (82%)
- Parks and Trails (50%)
- Transit Centers (48%)

What type of art would you like to see in public places?

- Murals (56%)
- Sculptures (48%)
- Functional art (44%)

What do you think is the role of public art in Mountain View?

- Provide opportunities for people to experience art that enriches their lives. (63%)
- Bring a sense of whimsy and delight to everyday spaces. (63%)
- Support the growth of the local arts community. (54%)

Community Workshops

At the in-person and virtual community workshops, participants expressed a strong preference for interactive, youth-centric, and experiential art, such as light installations, temporary art, or immersive sculptures, rather than traditional, static monuments. The community highlighted Mountain View's rich cultural diversity alongside its socio-economic disparities, emphasizing that future public art must be equitable, accessible across all neighborhoods, and reflective of the city's diverse identity.

Participants identified public art as a vital tool for enhancing local infrastructure. Feedback favored integrating "asphalt art" and painted streetscapes to beautify neighborhoods while acting as traffic-calming safety measures along trails and roadways. Furthermore, the community advocated for a thriving creative ecosystem, prioritizing support for local artists through affordable studio spaces, using art to activate vacant storefronts, and policies that encourage the integration of public art into their daily experiences.

Beyond the art itself, feedback also highlighted the importance of the "behind the scenes" operational sustainability, long-term stewardship of the public art collection, creative funding, and policy modernization.

Focus Groups and Stakeholder Meetings

To address the practical, economic, and operational aspects of the Strategy, the City convened targeted focus groups and stakeholder meetings. These in-depth conversations provided insight beyond artistic themes, helping identify specific systemic opportunities and challenges for Mountain View's creative ecosystem.

Local Artists

Discussions focused on the "artist experience" in Mountain View and the City's role in the local creative economy. Artists expressed a need for physical workspace (galleries, studios, and activated vacant spaces) and events (art walks, exhibition receptions) to foster community. Operationally, they highlighted the need for simplified and streamlined

administrative procedures for artist selection and contracting, and City-facilitated networking and professional development to support the education and growth of emerging artists, or artists who are new to Mountain View's procedures. Participating artists unanimously agreed that art should be a primary tool for storytelling, serving to bridge cultural divides and bring the community together.

Downtown Business Association (DBA)

The DBA focus group's conversation centered on how public art can serve as a tool for economic vitality and business support. The DBA identified opportunities for art, specifically suggesting that alleyways and mid-block thoroughways are key locations for installations that draw in foot traffic and enhance the overall vibrancy of the downtown. Business owners viewed creative placemaking as a tool to serve employees and visitors alike, helping differentiate Mountain View's commercial districts in a competitive regional market.

Developers

Developer meetings focused on integrating publicly accessible art within private developments, providing the City with actionable insights into potential City policies and frameworks required to encourage high-quality, privately funded public art that benefits the broader community.

Community Organizations

These meetings examined the relationship between the City and local nonprofits, exploring ways to use public art to advance shared goals, and encouraging future partnerships and collaboration to raise awareness about the City's existing Public Art Program.

Pop-Up Tabling and Artist-Led Community Engagement

The community engagement process included pop-up events to actively engage community members attending the Senior Center Nutrition Program, Monster Bash, Dia de Muertos, and the Community Tree Lighting Celebration. At each pop-up location,

interactive activities invited residents to share their thoughts and preferences about public art in Mountain View:

- **Vision Boards:** Participants used stickers to identify specific arts and cultural experiences they want to see in Mountain View. The boards included images of real examples of national and international public artworks for inspiration. Among the 2,806 votes recorded, top preferences for types of art were light art, functional art, and gateways. The top art theme preferences were cultural, family oriented, and natural environment.
- **Community Mapping Activity:** Participants placed pins on a map of Mountain View to identify specific locations where they would like more art activation. Top preferences were Downtown Mountain View, Rengstorff Park, and Cuesta Park.
- **In-Person Surveys:** Paper surveys captured additional community feedback at the pop-up tabling, with 119 paper surveys completed.
- **Artist-led Engagement:** Local artist team Tara de la Garza and Amy Brown led a participatory art project that invited residents to write down or draw their response to the prompt “*The art I want to see here is...*” on pieces of single-use plastic that were infused to create inflatable letters spelling the word “ART.”

Overall, responses varied based on the type of survey or input activity completed. Text-based survey respondents tended to favor traditional media such as murals and sculptures, while participants who interacted with visual examples favored experiential placemaking. This reflected the diverse perspectives of community members who participated in the community engagement, demonstrating a desire for traditional types of art as well immersive, non-traditional installations.

See Appendix F: Community Feedback for a summary of feedback received through the survey and pop-up tabling activities.

SECTION 5: FINDINGS

The following key findings emerged through the review of the City’s current public art inventory, policy analysis, regional benchmarking, and community engagement. These findings represent the current state of Mountain View’s public art ecosystem and provide the rationale for the Public Art Strategy’s recommendations.

Expanding Public Art Opportunities

The findings outlined here relate to the physical collection, community preferences, and spatial opportunities that inform the City’s programmatic approach to public art.

- 1. Public Art Collection:** There are a total of 122 public artworks in the City of Mountain View, including the City’s public art collection of 52 artworks and the 70 pieces of publicly accessible art on private property. The collection ranges from the large-scale corporate installations (e.g., Google’s “Halo” by SOFTlab at the Google Visitor Experience) to integrated pieces in civic buildings (e.g., Liz Hickock’s lenticular prints, “Reflection, Refraction, Diffraction,” on the walls inside the Rengstorff Park Aquatics Center) and neighborhood-scale works (e.g., “Mr. Toad’s Book Club” at the Mountain View Public Library). However, spatial analysis highlights geographic disparities. While corporate campuses, civic buildings, and specific parks are well-served, small neighborhood parks (such as Gemello Park and Sylvan Park) lack equitable integration of public art. The community wants to see public art throughout the city rather than being hyper-focused in one area.
- 2. Community Priorities for Location and Typology:** Community engagement efforts revealed a clear consensus across all engagement methods—Downtown Mountain View and parks and trails emerged as the overwhelming geographic priorities for future public art. Since much of the city’s existing public art is located in these areas, this suggests that the public desires more art in the locations they are already frequenting for recreation and respite, and they perceive that public art installations would enhance the restorative effects of visiting public parks and trails. When it comes to types of art, the community showed a high demand for functional art (such as artist-designed benches, bike racks, and transit shelters) that provide dual-purpose amenities. Furthermore, participants universally highlighted a desire for artwork themes that reflect Mountain View’s rich cultural diversity.

3. **Support for the Local Creative Economy:** Analysis of the local arts sector identified a desire for additional resources for artists entering or transitioning into the public art realm. Specifically, stakeholders requested technical training on City requirements for public art projects, such as contracting, permitting, insurance, site safety, and budgeting. While there is a high demand for murals on private property, property owners and artists reported hesitation due to perceived permitting complexities and the lack of an established mural framework. Furthermore, stakeholders highlighted a shortage of affordable workspaces within Mountain View where they can create artworks.
4. **Opportunities for Downtown Art Activations:** Downtown Mountain View serves as the City’s primary social and cultural hub. While recent successes, like the Castro Street Bollard Beautification and Train Depot art panels, have increased vibrancy in the Downtown, engagement findings indicate untapped opportunities for creative placemaking in transitional spaces. Specifically, alleyways, mid-block thoroughways (i.e., paseos), side streets, and parking facilities represent prime locations for activation through temporary installations and functional art that make every corner of Downtown feel like a destination.
5. **Proactive Placemaking:** Mountain View is transitioning from a phase of foundational growth of its public art collection toward a period of strategic curation. To date, the public art collection has primarily grown through incidental opportunities such as capital improvement projects or private developments. The findings identify a desire for a proactive model – one that systematically and intentionally curates an equitable, city-wide artistic identity and ensures art is integrated into the community’s fabric by design, rather than by proximity to construction projects.

Administration, Funding and Policy

The following findings address operations, governance, and financial mechanisms essential to the long-term sustainability of a public art program.

1. **Policy and Procedural Modernization:** As the City’s Public Art Program and its collection continue to grow, existing operational frameworks need to evolve through formalization and modernization. Policy analysis indicates a need for standardized, documented procedures to govern critical lifecycle stages of the collection. This includes artist selection and engagement, maintenance and conservation,

deaccessioning, guidelines for temporary and mural art, and the acceptance of donated artworks.

2. **Streamlined Procurement Practices:** Operational reviews indicate an opportunity to improve administrative efficiency by tailoring artist selection and engagement methods to project scope. The City can adopt more streamlined procurement methods for lower-risk projects, such as exhibitions and temporary artworks, while maintaining oversight required for permanent, site-specific commissions. The differentiation allows the program to be more responsive without compromising the integrity of major investments.
3. **Centralized Funding:** The analysis of comparable municipal public art programs and best practices found a regional transition away from siloed project funding toward centralized collections management. A key operational finding for Mountain View is the necessity of establishing a dedicated Public Art Fund. By pooling resources from capital improvement project percent for art allocations and private contributions, the City can facilitate more flexible, strategic, and equitable long-term investments across the city, rather than focusing these investments at individual construction project sites.
4. **Prioritization of Long-Term Stewardship:** In addition to commissioning new artworks, stakeholder and community feedback consistently highlighted the importance of “behind the scenes” operational sustainability. Modernizing governance, securing sustainable funding, and establishing dedicated maintenance protocols were identified as strategic imperatives to protect and preserve the City’s public art collection for future generations.

SECTION 6: VISION, MISSION, AND GOALS

The purpose of a vision (where are we going), mission (how do we get there), and goals (actionable steps) is to provide a unified framework for direction, alignment, and inspiration. The vision, mission, and goals for the Public Art Strategy are as follows:

Vision Statement

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

Mission Statement

Cultivate a public art ecosystem that enhances city livability, builds community, and fosters a sense of belonging through placemaking that reflects our heritage and diversity.

Goals

The Public Art Strategy builds upon goals drafted by the VAC in 2024 (Appendix A). The goals included below align with the Vision Statement and Mission Statement, while addressing the findings summarized above regarding public art in Mountain View.

- **Goal 1. Expanding Public Art Opportunities:** Expand the visibility, diversity, and reach of the city’s public art collection through a broad range of programming, including permanent commissions, temporary installations, and creative placemaking initiatives. By supporting diverse artistic styles, themes, and mediums, and by utilizing strategic branding and marketing, the City will enhance the promotion of its publicly accessible public and private cultural assets and ensure residents and visitors can consistently engage with and experience public art.
- **Goal 2. Administration, Funding, and Policy:** Modernize staffing, funding, and operational policies to support the long-term sustainability of the Public Art Program, strengthen accessibility and participation in the City’s public art processes, and support the continued growth and diversification of the city’s art collection and artist pool.

Recommendations

Goal 1. Expanding Public Art Programming:

- RECOMMENDATION 1A: Honor and reflect the city’s diverse perspectives, mediums, and stories through the commission of permanent and temporary public art, exhibitions, and events.

- RECOMMENDATION 1B: Utilize public art to enhance the user experience within the natural environment, Downtown Mountain View, and other key destinations.
- RECOMMENDATION 1C: Empower local and regional artists by providing professional opportunities, creative spaces, and technical resources.
- RECOMMENDATION 1D: Cultivate public awareness and arts appreciation through strategic storytelling and accessible educational programming.

Goal 2. Administration, Funding, and Policy:

- RECOMMENDATION 2A: Strengthen the program's operational foundation through dedicated staffing and modernization of Visual Arts Committee governance.
- RECOMMENDATION 2B: Diversify investment in public art through innovative funding models and strategic partnerships.
- RECOMMENDATION 2C: Update and implement public art policies and procedures to reflect the best national best practices and that support clear, accessible, and artist-friendly processes

SECTION 7: RECOMMENDATIONS AND ACTIONS

The Public Art Strategy recommendations and actions are the result of a comprehensive synthesis of community values and institutional expertise, building on the foundations established by the VAC in their 2024 Draft Public Art Strategy. The following recommendations, which marry direct feedback from community members with practical considerations, provide a clear, actionable roadmap for implementation over the next decade. Each recommendation includes both discrete action opportunities, specific initiatives intended for implementation over the course of the strategy, and guiding strategies that establish ongoing program direction and inform community engagement, partnerships, and public art investments.

GOAL 1: Expanding Public Art Programming

Expand the visibility, diversity, and reach of the city’s public art collection through a broad range of programming, including permanent commissions, temporary installations, and creative placemaking initiatives. By supporting diverse artistic styles, themes, and mediums, and by utilizing strategic branding and marketing, the City will enhance the promotion of its publicly accessible public and private cultural assets and ensure residents and visitors can consistently engage with and experience public art.

Public art can be decorative and free-standing or integrated into community planning initiatives and placemaking efforts. It can also reinforce Mountain View’s visibility, diversity, and brand identity when designed with intentions that complement city planning and community aspirations. By aligning artistic commissions with these long-term planning goals and an emphasis on equitable distribution of public art across neighborhoods, the City will ensure that public art is integrated within areas of high pedestrian density and transit activity.

RECOMMENDATION 1A. Honor and reflect the city’s diverse perspectives, mediums, and stories through the commission of permanent and temporary public art, exhibitions, and events.

Throughout community engagement, the theme of storytelling emerged as a central priority. To realize this, the City can integrate community-led narratives into public artworks to help reflect the community’s identity and values.

ACTION OPPORTUNITIES

ACTION 1A.1: Establish artist eligibility criteria to diversify the City’s public art collection by expanding opportunities for artists who have not previously received a City public art

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commission and limiting repeat commissions for artists currently engaged in, or recently completing, a City project as the lead or primary commissioned artist.

ACTION 1A.2: Establish a framework for the review and selection of public art and exhibitions that evaluates how each proposed artwork expands the collections or exhibition's range of artistic mediums, narratives, and community representation.

ACTION 1A.3: Develop a "Temporary Functional Art Pilot Program" toolkit and opportunity site list that designates pre-approved locations and technical specifications for temporary artist-designed bike racks, utility boxes, and benches.

GUIDING STRATEGIES

STRATEGY 1A.A: Amplify the diverse perspectives and stories of the community through permanent and temporary art commissions that activate high-visibility sites, such as larger artwork (e.g., gateways) or smaller-scale functional art (e.g., trash receptacles, crosswalks, utility boxes, and wayfinding).

STRATEGY 1A.B: Invite community members and local cultural and historical organizations to participate in the art selection process, from conceptual brainstorming to artist selection, to ensure that artwork reflects the authentic experiences and historical roots of Mountain View residents.

STRATEGY 1A.C: Connect artists with community groups and cultural organizations to develop art that tells the stories of the Mountain View community and its diverse cultures.

STRATEGY 1A.D: Work with Mountain View Center for Performing Arts to commission artist-designed banners to enhance Downtown Mountain View.

STRATEGY 1A.F: Leverage the Facade Improvement Grant program to encourage and incentivize murals in commercial areas.

RECOMMENDATION 1B: Utilize public art to enhance the user experience within the natural environment, Downtown Mountain View, and other key destinations.

Integrated, functional public art, such as benches, bike racks, and trailhead markers, can turn a routine walk into a whimsical experience. Using art as a creative placemaking tool will help serve employees and visitors alike, differentiating Mountain View’s commercial areas.

ACTION OPPORTUNITIES

ACTION 1B.1: Re-establish the “Sidewalk Studio” pilot program for the temporary artistic transformations of City-owned utility boxes.

ACTION 1B.2: Develop a framework for volunteer-led or community-supported public art projects on City-owned or privately-owned sites, including clear guidelines for project approval, artist participation, maintenance responsibilities, and long-term stewardship.

ACTION 1B.3: Compile a list of public art site opportunities that maps and prioritizes exact target sites for unexpected placemaking (alleys, mid-block throughways, mini-parks), other permanent or temporary public art installations (such as parks with no art), and addresses geographic disparities.

ACTION 1B.4: Commission a local artist-led pilot project that promote the preservation and stewardship of open spaces and parks in Mountain View.

GUIDING STRATEGIES

STRATEGY 1B.A: Integrate functional art and creative elements into public infrastructure (e.g., artistic wayfinding, bespoke bike racks, benches, bus shelters, and shade structures).

STRATEGY 1B.B: Incorporate interpretive environmental art and eco-friendly art that enhances peoples’ experiences with the natural environment at parks and trails.

STRATEGY 1B.C: Integrate sustainability standards in the public art commissioning process by emphasizing environmentally friendly fabrication and supporting projects that address climate change, environmental stewardship, and community-identified ecological concerns.

STRATEGY 1B.D: Support public art projects that celebrate both the City's global "Silicon Valley" identity and its significant natural and ecological heritage.

Opportunity sites for public art and placemaking:

East Whisman: Landmark wayfinding and installations at VTA Light Rail transit stations and along the primary greenway network are prime locations for public artworks.

El Camino Real: Artwork elements at major intersections and shopping centers will help foster a sense of place.

San Antonio: High-visibility gateway art at major intersections and the Caltrain San Antonio Station will improve the commuter experience.

North Bayshore: Large-scale landmark art at key gateways and in future developments can reinforce this area's identity.

Downtown Mountain View: Iconic works at Civic Center Plaza, along Castro Street, and at key gateway intersections, such as El Camino Real, California Street, Central Expressway, can enhance the historic and economic core.

RECOMMENDATION 1C: Empower local and regional artists by providing professional opportunities, creative spaces, and technical resources.

Artists engaged in exhibitions or public art require a unique set of skills. Public art requires knowledge of navigating City procedures, an ability to collaborate with community

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members, and an awareness of construction and conservation issues. The City can serve as a resource connector to bridge the gap for new artists learning to navigate the system.

ACTION OPPORTUNITIES

ACTION 1C.1: Develop clear and accessible public art application guidelines and artist resources, including step-by-step instructions, a toolkit on City processes (such as permitting, insurance, and budgeting), and online informational materials such as how-to videos to support artist participation.

ACTION 1C.2: Evaluate opportunities for expanding the rotating art exhibition program beyond the lobby of the Mountain View Center for the Performing Arts into other municipal facilities, such as the City Hall Rotunda.

ACTION 1C.3: Assess opportunities to develop a centralized hub for artist production, workshops, and open studio events at City-owned sites or through public/private partnership opportunities.

ACTION 1C.4: Launch a "Public Art 101" professional development series and mentorship pilot program in partnership with local arts and culture organizations, such as CSMA and SVCcreates, to train local emerging artists on navigating municipal processes.

GUIDING STRATEGIES

STRATEGY 1C.A: Create mentorship opportunities for emerging artists to collaborate with professional artists to develop knowledge and skills in the field of public art.

STRATEGY 1C.B: Recruit arts-and-culture-focused enterprises, entrepreneurs, and experiential retailers to fill commercial spaces in Mountain View.

STRATEGY 1C.C: Engage property owners to facilitate temporary storefront activations such as temporary window installations or pop-up art installations (*Related to EVS 1C.8*).

STRATEGY 1C.D: Collaborate with major employers to convert underutilized corporate spaces into public-facing maker spaces, co-working hubs, or digital laboratories (*Related to EVS 4B.4*).

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STRATEGY 1C.E: Consider opportunities for artist participation at City-run events and festivals.

RECOMMENDATION 1D: Cultivate public awareness and arts appreciation through strategic storytelling and accessible educational programming.

Creating programs that actively engage community members in gathering stories, participating in arts activities, and meeting artists will elevate awareness and support for the public art program.

ACTION OPPORTUNITIES

ACTION 1D.1: Launch a distinct Public Art Program brand, aligned with City standards, to boost program recognition and civic pride.

ACTION 1D.2: Update the digital public art map to include interactive tours and downloadable, walking maps.

ACTION 1D.3: Develop materials to support self-guided public art walking or biking tours to increase collection visibility and promote safe activity transportation corridors.

ACTION 1D.4: Develop a framework for volunteer-led or partner-facilitated tours of Mountain View's public art collection, exploring opportunities for Visual Arts Committee members or community organizations to lead excursions and increase program frequency as capacity grows.

ACTION 1D.5: Develop or commission promotional materials, such as stickers, prints, postcards, or coloring books.

GUIDING STRATEGIES

STRATEGY 1D.A: Provide informational material and arts activities at select City events to boost public awareness of and engagement with public art.

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STRATEGY 1D.B: Cultivate partnerships with local arts, historical, and community organizations to distribute program updates and educational resources that highlight the city's public art collection.

STRATEGY 1D.C: Regularly promote and update the artist registry email subscription list to diversify and expand the City's pool of creative talent and share news and opportunities for participation in public art projects.

STRATEGY 1D.D: Celebrate new public art installations with ribbon cuttings, "Meet the Artist" and artist reception events, and digital storytelling.

STRATEGY 1D.E: Host public artist receptions, artist-led gallery talks or tours to support the Mountain View Center for the Performing Arts Lobby Exhibition program and other expanded exhibition programming.

STRATEGY 1D.F: Leverage City communication channels and regional media partners to highlight current exhibitions and collection highlights.

STRATEGY 1D.G: Celebrate the city's public art on social media platforms and on the City's website.

STRATEGY 1D.H: Identify opportunities to quantify and communicate the economic impacts of public art and the creative sector on Mountain View's local economy to help inform future funding, investment, and policy decisions.

STRATEGY 1D.I: Encourage the City's network of artists and makers to engage with local youth-centered organizations, such as the Teen Center and Youth Advisory Committee, to facilitate partnerships that support educational opportunities, and connect youth to creative professions.

GOAL 2: Administration, Funding, and Policy:

Modernize staffing, funding, and operational policies to support the long-term sustainability of the Public Art Program, strengthen accessibility and participation in the City’s public art processes, and support the continued growth and diversification of the City’s art collection and artist pool.

A permanent public art program requires a foundation built on structural stability. This goal addresses the program’s administrative backbone, ensuring the City has the dedicated expertise, diversified funding, and clear, modernized policies needed to manage a growing collection of cultural assets.

RECOMMENDATION 2A: Strengthen the program's operational foundation through dedicated staffing and modernization of Visual Arts Committee governance.

Dedicated staff with ownership of the Public Art Program will ensure the program operates consistently and adheres to national best practices. Having dedicated staff will also improve artist access by ensuring clear, easy to follow program requirements and processes are in place.

ACTION OPPORTUNITIES

ACTION 2A.1: Designate a Public Art Administrator position to oversee the ongoing development and implementation of the Public Art Program, including the development of an annual work plan, policies, and procedures.

ACTION 2A.2: Define clear artist selection and approval criteria and processes differentiated by project type, based on complexity and budget. Selection methods may include:

- ***Request for Qualifications (RFQ):*** Used for design teams or unbuilt sites; selection is based on past work and credentials, followed by interviews.

- **RFQ followed by Request for Proposals (RFP):** After evaluating qualifications through the RFQ process, the City pays finalists to develop conceptual designs and approaches (typically 1% of the budget).
- **Invitational Competition:** Used for complex or specialized projects; the City invites a limited pool of qualified artists to compete.
- **Direct Selection:** The Visual Arts Committee selects an artist or artists for a specific commission by majority vote.

ACTION 2A.3: Use a pilot program to evaluate a diversified artist selection process that includes an artist selection panel comprised of, but not limited to, a member of the Visual Arts Committee, community stakeholders, and arts professionals. The full Visual Arts Committee will oversee the process by advising on panel appointments and formally reviewing and approving the panel’s final artist recommendation. Consider making the selection process permanent for major public art projects based on the pilot program findings.

ACTION 2A.4: Publish all adopted public art policies and procedures in a centralized location on the City’s website to improve access by artists and the public.

GUIDING STRATEGIES

STRATEGY 2A.A: Engage other City Advisory Bodies in the selection of relevant public art projects and programs (e.g., invite Downtown Committee to advise on the selection of art in Downtown and Performing Arts Committee to advise on selection of MVCPA Lobby Gallery exhibitions).

RECOMMENDATION 2B: Diversify investment in public art through innovative funding models and strategic partnerships.

Financial resilience for the Public Art Program is best achieved through a diverse portfolio of funding sources. Moving beyond a single-stream model allows the City to leverage regional partnerships and private sector investment, ensuring steady growth of the public art collection.

ACTION OPPORTUNITIES

ACTION 2B.1: Create a Public Art Fund to consolidate funding from qualifying Council Policy K-5 projects, private contributions, and other funding sources for the purpose of commissioning projects on a range of suitable sites beyond sites with capital projects or private development, and to support the maintenance of the City’s public art collection (*see 2C.2 for related action*).

GUIDING STRATEGIES

STRATEGY 2B.A: Review existing community benefit requirements for private development projects for opportunities to include on-site public art as a community benefit.

STRATEGY 2B.B: Explore the expansion of public art opportunities in private development through local policies such as a Percent for Arts policy for on-site art, in-lieu deposits into a Public Art Fund, or as a community benefit.

STRATEGY 2B.C: Pursue local, state, and federal grant opportunities to support the arts.

STRATEGY 2B.D: Seek funding from and build partnerships with regional agencies, such as Santa Clara Valley Transportation Authority, Santa Clara County, Valley Water, SV Creates, and other agencies.

STRATEGY 2B.E: Establish strategic public/private partnerships to fund public art and creative placemaking tools that enhance commercial business districts and activate public trails and walkways bordered by corporate headquarters.

RECOMMENDATION 2C: Update and implement public art policies and procedures to reflect the best national best practices that support clear, accessible, and artist-friendly processes.

Clear policies and procedures are essential for the successful acquisition, care, and development of new artworks. Updating policies and procedures will protect the City’s investment in art while creating a more accessible and understandable process for artists interested in participating in the Public Art Program. These efforts will help ensure the collection remains safe, well-documented, and accessible for future generations.

ACTION OPPORTUNITIES

ACTION 2C.1: Create an Annual Work Plan to track ongoing and future public art projects, including the funding source, selected artist(s), project partners, key milestones, art and artist eligibility requirements, and status.

ACTION 2C.2: Conduct a comprehensive review and update of the City Council Policy K-5: (Public Art and CIP Projects) to transition from project-specific art requirements to employing the dedicated Public Art Fund to support citywide commissions, temporary activations, and long-term collection maintenance.

ACTION 2C.3: Adopt a “Public Art Collection Management Policy” for the oversight of the public art program, including removal or deaccessioning of artworks, accepting gifts, and maintenance of public art.

ACTION 2C.4: Remove the public art-related provisions from the Council Policy K-6 (Accepting Gifts to the City) that overlap with the new Public Art Collections Management Policy on accepting gifts and memorials of artwork.

ACTION 2C.5: Create a standardized Public Art Maintenance Plan template for all commissioned works to document fabrication techniques, material specifications, and long-term conservation needs.

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ACTION 2C.6: Develop a temporary artwork policy that includes criteria and guidelines for the consideration and installation of temporary artworks on publicly-owned and privately-owned spaces.

ACTION 2C.7: Develop and maintain a records management system to preserve project documentation for all artwork in the city’s public art collection.

ACTION 2C.8: Audit existing digital records of the public art collection and select a project management platform for the long-term cataloging and mapping of the artwork.

ACTION 2C.9: Implement a two-stage design review with formal “preliminary design” and “final design” review checkpoints for all commissioned projects to ensure community responsiveness, safety, and durability before final approval.

ACTION 2C.10: Establish compensation standards for concept designs for projects that require a Request for Proposals to expand artist participation by ensuring that artists are fairly compensated.

ACTION 2C.11: Standardize evaluation criteria for artist selection, including for artist eligibility/qualifications and design concept review.

ACTION 2C.12: Reduce regulatory barriers for creative placemaking by reviewing City permitting processes for public art, such as amending the City’s Zoning Ordinance to distinguish murals from commercial signage, and exempt non-commercial murals from the Development Review Permit process.

GUIDING STRATEGIES:

STRATEGY 2C.A: Regularly review the City’s insurance requirements for public art commissions to ensure they align with industry best practices and to minimize administrative barriers for participating artists, including the use of liability waivers for low-risk, small-scale projects (e.g., utility box or bollard painting).

STRATEGY 2C.B: Facilitate collaboration between artists and capital improvement project managers and contractors to ensure seamless integration of art and architecture.

Public Art Strategy Implementation Plan

The Implementation Plan is a document that will move the Public Art Strategy from vision to reality. This will serve as a roadmap that categorizes actions into short-term, mid-term, and long-term goals, providing a clear trajectory for the next decade of cultural investment. The plan identifies potential partners for each action item, such as internal City teams, local businesses, neighborhood groups, and regional arts organizations.

The implementation plan is based on three key factors:

- **Funding Availability:** Leveraging existing budgets and identifying grant cycles.
- **Staff Capacity / Ease of Implementation:** Identifying quick wins.
- **Community Readiness**

See the Implementation Plan in Appendix G.

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City of
Mountain View

CITY OF MOUNTAIN VIEW PUBLIC ART STRATEGY

2026

TABLE OF CONTENTS

Acknowledgements	ii
Executive Summary	1
Section 1: Introduction & Current Program Overview	000
Section 2: Strategy Development Process	
Section 3: Best Practices	
Section 4: Community Engagement	
Section 5: Findings	
Section 5: Vision, Mission and Goals	
Section 6: Recommendations and Actions	
Appendices	000
A. Visual Arts Committee Draft Public Art Strategy 2024	
B. Council Policies (K-5 and K-6)	
C. Public Art Inventory	
D. City Council Study Session October 2024	
E. Public Art Program Benchmark Cities	
F. Community Feedback	
G. Implementation Plan	

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APPENDIX A.

Visual Arts Committee Draft Public Art Strategy 2024



MV Public Art Strategy

Ad Hoc Committee report

Jan 2024

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



1. Develop, augment and refine city policies and procedures

- 1. Align and enhance K-5 policy with recommendations derived from the Public Art Strategy.**
2. 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
3. Review policies regarding insurance requirements and permits for public art
4. Enable early collaboration among architects and artists when designing public facilities and spaces.
5. Commission temporary and permanent works of art for the City of Mountain View.
6. Evaluate opportunities to create a city sponsored gallery space, artists studio spaces, artist residencies and artist housing
7. Develop incentives and programming that attract arts and culture-focused enterprises
8. 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, grassroots 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.

APPENDIX B.1

K05 Public Art and CIP Projects

CITY COUNCIL POLICY

SUBJECT: PUBLIC ART AND CIP PROJECTS

NO.: K-5

POLICY:

Capital Improvement Program (CIP) projects for new parks, new buildings, major renovations of buildings, new bridges, new or renovated public plazas, new trails or trail extensions, new bicycle/pedestrian over- or undercrossings, or other capital projects as directed by the City Council with construction hard costs of \$1.0 million or greater shall allocate two percent (2%) of the construction budget, not to exceed \$400,000 (Cost Limit), for the selection, purchase, and installation of significant appropriate piece(s) of artwork. The Cost Limit shall be adjusted every five (5) years based on the Construction Cost Index beginning January 1, 2027. All artwork selected and purchased shall be incorporated as an integral part of the project design. This artwork may consist of works integrated into the project, acquisitions, art commissioned, or other appropriate installations. The Visual Arts Committee is responsible for advising the City Council on the selection of art and artists for qualifying CIP projects.

Revised: February 22, 2022, Resolution No. 18647

Revised: May 21, 2013, Resolution No. 17776

Effective Date: June 30, 1987

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APPENDIX B.2

K06 Accepting Gifts to the City

CITY COUNCIL POLICY

SUBJECT: ACCEPTING GIFTS TO THE CITY

NO.: K-6

PURPOSE:

To establish uniform procedures for the receipt of gifts and/or donations to the City of Mountain View.

The City has been the beneficiary of many important and valuable gifts to the citizens of Mountain View. Gifts and donations have taken the form of donations of money, art, educational or other equipment, services rendered free or below cost, as well as other valuable commodities.

It is the intent of the City to continue to encourage this generosity while at the same time balancing the needs of the City. This policy is meant to emphasize the importance of gifts and donations to the City while assuring that the acceptance of gifts are consistent with City policies and do not negatively impact City resources.

POLICY:

1. For the purposes of this policy, the terms “gift” and “donation” shall be synonymous and may be defined as monetary contributions to the City or material items such as objects of art (e.g., statue, sculpture, painting) or facility fixtures/amenities (e.g., bench, fountain, tree or other flora).
2. The following criteria shall be used by the City in determining if a gift or donation will be accepted:
 - a. There are no restrictions upon the use of the donated item or funds making acceptance impractical for the City.
 - b. The City has adequate resources to maintain and/or account for the gift.
 - c. There are no existing liens or encumbrances on the gift/item.
3. The policies and procedures contained in this policy are not applicable to gifts or donations made to the Stevens Creek Trail or Mountain View donor recognition programs. The policies and procedures governing the acceptance of gifts and donations to the Stevens Creek Trail are the responsibility of the Friends of Stevens Creek Trail.

CITY COUNCIL POLICY

SUBJECT: ACCEPTING GIFTS TO THE CITY

NO.: K-6

4. The City shall approve the design and placement of material gifts so that they are complementary to their surroundings.
5. Installation costs of a donated item shall be the responsibility of the donating party unless otherwise agreed to by the City prior to its acceptance.
6. Once a donated item is accepted by the City, all maintenance and upkeep costs of the item shall be the responsibility of the City.
7. Any modifications to existing or approved material gifts shall be approved by the City. All costs associated with the modifications shall be the responsibility of the requesting party.
8. Gifts accepted by the City shall become the property of the City of Mountain View. Unless a special agreement concerning the ultimate disposition of the gift is entered into at the time the gift is accepted, it is understood that the City has sole authority to determine the use, transfer, relocation, handling, or disposition of the gift.
9. Donations may be made to the City in general or to a specific City department or facility.
 - a. General donations to the City.
 - (1) The City Manager, or his/her designee, shall determine whether or not to accept general gifts offered to the City.
 - (2) At the City Manager's discretion, any offer of a gift or donation may be brought before the City Council for review and approval prior to acceptance of the gift or donation.
 - (3) The City Manager, or his/her designee, shall coordinate with the appropriate City department(s) to ensure the proper installation and maintenance of accepted material gifts.

CITY COUNCIL POLICY

SUBJECT: ACCEPTING GIFTS TO THE CITY

NO.: K-6

- b. Donors may also offer a gift to a specific City department or facility operated by a City department.
 - (1) The department head with responsibility for the department shall determine whether or not to accept the gift.
 - (2) The department head shall consult with the City Manager, as necessary, to determine if review and approval of the donation by an advisory board/commission, the City Manager, or the City Council is required prior to the acceptance of the gift or donation.
 - (3) The department head shall coordinate with the appropriate City department(s) to ensure the proper installation and maintenance of accepted material gifts.
 - c. The acceptance of all monetary donations shall be coordinated with the Finance and Administrative Services Department to ensure the proper deposit, accounting, and expenditure of donated funds.
10. Accepted donations shall be acknowledged in the form of a thank you letter from the City staff person responsible for accepting the donation and certificate signed by the Mayor suitable for framing. Donations not accepted by the City shall be declined in the form of a letter from the City staff person responsible for the decision not to accept the donation.
11. At the request of the donating party, an appropriately sized and designed recognition plaque or marker may be installed as part of the donation of an inanimate object with a monetary value (including installation costs) greater than or equal to \$1,000. Donations of animate objects (e.g., trees, flowers, or other flora) with a value at or exceeding \$1,000 may, at the request of the donating party, be recognized with a plaque, marker, or as part of a donor recognition board, as approved by the City.
12. City staff shall periodically adjust the minimum value of donations eligible for a recognition plaque or marker to reflect inflation and/or other cost factor adjustments. 2000 shall be considered the base year for these adjustments and indexed at 100.

CITY COUNCIL POLICY

SUBJECT: ACCEPTING GIFTS TO THE CITY

NO.: K-6

13. Any gift of real or personal property, entrance to events, or a gift of services that may be utilized by City officials shall comply with the gift limitations and disclosure requirements established by the Fair Political Practices Committee.

Revised: December 4, 2018 (CPC)

Revised: December 12, 2000, Resolution No. 16555

Effective Date: April 26, 1983

CNLPOL
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APPENDIX C.

Public Art Inventory

PUBLIC - CIP / DONATED ART

Year	Title	Medium	Artist	Address / Location
1994	<i>Storm Lord</i>	Bronze Sculpture	Roger Arvid Anderson	500 Castro St, Mountain View, CA, 94041, Entryway staircase
1994	<i>Panorama: Konkordia Platz</i>	Quilt	Michael James	500 Castro St, Mountain View, CA, 94041, 2 nd Floor Wall
1991	<i>Atrium Glass Wall and Skylight</i>	Glass	Kenneth Frederick vonRoenn, Jr.	500 Castro St, Mountain View, CA, 94041, 2 nd Floor City Hall
1995	<i>Solar System V.G.</i>	Metal	Susan Pascal Beran	500 Castro St, Mountain View, CA, 94041, City Hall Plaza Fountain
1992	<i>Boy and Girl Playing in the Calla Lily Field</i>	Metal	JoeSam	500 Castro St, Mountain View, CA, 94041, City Hall Plaza
1999	<i>Mr. Toads Book Club</i>	Bronze Sculpture	Albert Guibara	585 Franklin Street, Mountain View, CA, 94041, Outside: Located in Pioneer Park
1997	<i>Primal Urge</i>	Acrylic and Mixed Media	Claude Ferguson	585 Franklin Street, Mountain View, CA, 94041, Inside Library: 2 nd Floor
1967	<i>Count None But Sunny Hours (Sun Dial)</i>	Stone and Metal	Unknown	Pioneer Park, Mountain View, CA, Off Trail
1989	<i>Avatar</i>	Bronze Sculpture	L.C. Shank	Eagle Park, 652 Franklin St, Mountain View, CA, 94041, Outside on the Corner
1989	<i>Mountain View Veterans Memorial</i>	Concrete	Unknown	Eagle Park, 652 Franklin St, Mountain View, CA, 94041
2013	<i>A Tribute to American Resolve</i>	Concrete and Metal	Unknown	585 Franklin Street, Mountain View, CA, Outside of Library: On Franklin Street

PUBLIC - CIP / DONATED ART

Year	Title	Medium	Artist	Address / Location
1992	<i>Ibis</i>	Bronze Sculpture	Elizabeth MacQueen	500 Castro St, Mountain View, CA, 94041, Center for Performing Arts
1993	<i>Invocation</i>	Metal	Stephen Fitz-Gerald	500 Castro St, Mountain View, CA, 94041, Center for Performing Arts
2018	<i>Passage</i>	Laminated Glass & Printed Interlayer	Stephen Galloway	201 Rengstorff Ave, Mountain View, CA, 94040, Inside: Central hallway
2018	<i>Origami Paper Collages</i>	Origami Recycled Paper	Nga Trinh	201 Rengstorff Ave, Mountain View, CA, 94040, Inside: Lobby
2018	<i>Mountain View Outlook: Two Artists Viewpoint</i>	Photo Montage on Metal	Counterpoint Studio (Peter Tonningsen & Lisa Levine)	201 Rengstorff Ave, Mountain View, CA, 94040, Inside
2018	<i>Woven City</i>	Acrylic Paint and Polished Aluminum	LC Studio Tutto (Sofia Lacin & Hennessy Christophel)	201 Rengstorff Ave, Mountain View, CA, 94040, Outside Community Center
2014	<i>Winds of Progress</i>	Mosaic Tile	Leslie Scott	263 Escuela Ave, Mountain View, CA, 94040, Outside Wall facing Cuesta Ave.
2022	<i>Orchard</i>	Mosaic	Angelina Duckett	Mora Dr, Mountain View, CA, 94040, In Mora Park
2004	<i>The Baggage Cart/ Journey to Market</i>	Bronze Sculpture	Dee Clements	750 W Evelyn Ave, Mountain View, CA, 94041, Train Depot
2018	<i>Sunrise from the Sea</i>	Glass	Shan Shan Sheng	850 California St, Mountain View, CA, 94041, Corner of California and Bryant
1994	<i>Reverse Coriolis</i>	Stone	Royce	Dana Park, W Dana St, Mountain View, CA, 94041
1998	<i>Diverse Knowledge</i>	Oil on Paper	Unknown	585 Franklin St, Mountain View, CA, 94041, Inside: 1 st Floor (Teen Area)

PUBLIC - CIP / DONATED ART

Year	Title	Medium	Artist	Address / Location
2018	<i>Magical Garden Gateway</i>	Glass and Wood	Lisa Long	585 Franklin St, Mountain View, CA, 94041, 1 st Floor (Children's Area)
1997	<i>Silent Shapes in Space and Time, No. 1</i>	Acrylic on Canvas	Thomas Ingmire and Monica Dengo	585 Franklin St, Mountain View, CA, 94041, Inside: 2 nd Floor, Quiet Area
1997	<i>Red Triptych Pomperian</i>	Paint on Plaster	John Littleboy	585 Franklin St, Mountain View, CA, 94041, Inside: 2 nd Floor, Quiet Area
1997	<i>Silent Shapes in Space and Time, No. 2</i>	Acrylic on Canvas	Thomas Ingmire and Monica Dengo	585 Franklin St, Mountain View, CA, 94041, Inside: 2 nd Floor, Quiet Area
1994	<i>Religion and Peace, Edition 265/300</i>	Serigraph	Ting Shao Kuang	585 Franklin St, Mountain View, CA, 94041, Inside: 2 nd Floor
1998	<i>Rose Bouquet</i>	Watercolor	Woodward Payne	585 Franklin St, Mountain View, CA, 94041, Inside: 2 nd Floor
1998	<i>Summer Roses</i>	Watercolor	Woodward Payne	585 Franklin St, Mountain View, CA, 94041, Inside: 2 nd Floor
1999	<i>Entry Portal</i>	Metal	Dan Dykes	750 W Evelyn Ave, Mountain View, CA, 94041
2006	<i>Reflections on Life's Cycles (Seasons-Stained Glass) & Ginkgo Gates</i>	Stained Glass and Metal and Tile	Charlotte Paul (Stained Glass) & Roy Holmberg (Ginkgo Gates)	266 Escuela Ave, Mountain View, CA, 94040, Inside Senior Center and Outside
2008	<i>Bug Buddies</i>	Metal	Robert Ellison	260 Escuela Ave, Mountain View, CA, 94040, Outside Learning Links
2023	<i>Animals (various)</i>	Biomorphic Sculptures made from propane tanks.	Colin Selig	2680 Fayette Dr, Mountain View, CA, 94040, Outside. In Fayette Park
2011	<i>Semper Vigilandum</i>	Bronze Sculpture	Vadim Geretsky	2195 N Shoreline Blvd, Mountain View, CA, 94043, Corner of Shoreline

PUBLIC - CIP / DONATED ART

Year	Title	Medium	Artist	Address / Location
2005	<i>Theory/Orb</i>	Metal Sculpture	Haakon Faste	2960 N Shoreline Blvd, Mountain View, CA, 94043, Near Golf Course
1994	<i>Go for the Flag</i>	Glass	Daniel Goldstein	2960 N Shoreline Blvd, Mountain View, CA, 94043, Inside: Within Michael's
2002	<i>Standing By</i>	Bronze Sculpture	Larry Shank	160 Cuesta Dr, Mountain View, CA, 94040, Outside Fire Station #2
2022	<i>Magic Birds</i>	Metal	Adruan Susnea Litman	Pyramid Park, Pyramid Way, Mountain View, CA, 94043
2022	<i>Shoreline Wonders</i>	Metal and Tile	Adian Susnea Litman	Pyramid Park, Pyramid Way, Mountain View, CA, 94043
2020	<i>Hello Chicken</i>	Bronze Sculpture	Wowhaus/Scott & Ene Osteras-Constable	Wyandotte Park, Mountain View, CA, 94043
2020	<i>Full Circle</i>	Wood	Marisha Farnsworth	Wyandotte Park, Mountain View, CA, 94043
2008	<i>Swift Crossing</i>	Metal	Rachel Slick	2690 Terminal Blvd, Mountain View, CA, Entrance to Shoreline Park
Unknown	<i>The Fabulous Fifties</i>	Art Canvas	Mike Carroll Jr.	585 Franklin Street, Mountain View, CA, Inside Library: 2 nd Floor
Unknown	<i>Eagle Statue</i>	Bronze	Mountain View High School Alumni and Mountain View Historical Association	Eagle Park, 652 Franklin St, Mountain View, CA, 94041
2026	<i>Untitled</i>	Mural	Fernanda Martinez	201 S Rengstorff Ave, Mountain View, CA 94040, Magical Bridge Playground
2026	<i>Untitled</i>	Bronze Sculpture	Roger Arvid Anderson	100-block of Castro Street at Villa Street Downtown Mountain View, CA

PUBLIC - CIP / DONATED ART

Year	Title	Medium	Artist	Address / Location
2026	<i>Untitled - Bollard Beautification)</i>	Mural	Anne-Sophie Gaudet	200-block of Castro Street at Villa Street Downtown Mountain View, CA
2026	<i>Untitled - Bollard Beautification)</i>	N/A	Zoe Caron	200 Block of Castro Street at W. Dana Avenue, Downtown Mountain View, CA
2026	<i>Untitled - Bollard Beautification)</i>	N/A	Katherine Liu	300 Block of Castro Street at W Dana Avenue, Downtown Mountain View, CA
2026	<i>Untitled - Bollard Beautification)</i>	N/A	Rachel Barnes	300 Block of Castro Street at California Street, Downtown Mountain View, CA
2026	<i>"Mountain View Through Time: Eight Windows Into Our History"</i>	Panels	John Patrick Thomas	Mountain View Train Depot Building

PRIVATE ART

Year	Title	Medium	Artist	Address / Location
1990	<i>Going For All the Marbles</i>	Bronze sculpture	Don Joslyn	555 Castro St, Mountain View, CA, 94041
Unknown	<i>Caring (Father & Son)</i>	Bronze	Archie Held	900 Villa St, Mountain View, CA, 94041, Outside Front Stoop
1987	<i>Untitled (Wave)</i>	Mosaic Tile	Unknown	888 Villa St, Mountain View, CA, 94041, Outside of the Building, 3 rd Floor
1990	<i>Fantasy</i>	Stainless Steel	Louis Pearson	2440 W El Camino Real, Mountain View, CA, 94040, In Roundabout
2018	<i>Silhouette Bike Wall</i>	Mild Steel	Jagged Edge Metal Art (Terrence Martin)	2575 California St, Mountain View, CA, 94040, Outside on Wall
2017	<i>Helix Village (14)</i>	Stainless Steel	Jagged Edge Metal Art (Terrence Martin)	2564 California St #85, Mountain View, CA, 94040, Outside in Front
2018	<i>Transistor & Diode</i>	Metal	Mary Bayard White	391 San Antonio Rd, Mountain View, CA, 94040, Outside along Road
2018	<i>Charlie/Clifford/Number-Two/Cosmic Kitty</i>	Mild and Stainless Steel	Jagged Edge Metal Art (Terrence Martin)	555 San Antonio Rd, Mountain View, CA, 94040, Dog Park
2002	<i>Back of Snowman</i>	Sculpture	Gary Hume	400 Castro St, Mountain View, CA, 94041, Outside
2016	<i>Totem</i>	Steel	Gregory Hawthorne	100 Moffett Apartments, Mountain View, CA, 94043, Outside
Unknown	<i>Untitled Mural</i>	Mural	Multiple Artists	265 Moffett Blvd, Mountain View, CA, 94043, On the Corner
2014	<i>Untitled (Fountain Sculpture)</i>	Fountain Sculpture	Unknown	554 San Antonio Rd, Mountain View, CA, 94040, Outside: On the Corner

PRIVATE ART

Year	Title	Medium	Artist	Address / Location
2023	<i>Untitled (Landsby)</i>	Metal	Unknown	Aspen Way, Mountain View, CA, 94040, Outside: On the Corner
1987	<i>Aura II</i>	Steel (Alloy)	Alexander Liberman	351 E Evelyn Ave, Mountain View, CA, 94041, Outside
1998	<i>Crocodile Dandy</i>	Bronze sculpture	Bill Bond	500 E Middlefield Rd, Mountain View, CA, 94043, Transit Stop
1998	<i>White Tail</i>	Granite	Gerald Siciliano	500 E Middlefield Rd, Mountain View, CA, 94043, Outside: On the Corner
2023	<i>The Ameswell Hotel, Multiple Art Installations</i>	Individual Pieces Vary	Yelena Filipchuk and Serge Beaulieu	800 Moffett Blvd, Mountain View, CA, 94043
2022	<i>Untitled</i>	Digital Art	Unknown	1045 La Avenida St, Mountain View, CA, 94043, Inside: Visitor Experience
2001	<i>Cast Bronze Horse</i>	Bronze Sculpture	Deborah Butterfield	Crittenden Ln, Mountain View, CA, 94043, Crittenden Hill
2003	<i>The Orb</i>	Aluminum Sculpture	Marc Fornes	2000 N Shoreline Blvd, Mountain View, CA, 94043, Outside
2022	<i>Rockspinner</i>	Stone	Zachary Coffin	2000 N Shoreline Blvd, Mountain View, CA, 94043, Outside
2022	<i>Curious</i>	Pennies and Concrete	Mr. & Mrs Ferguson Art	2000 N Shoreline Blvd, Mountain View, CA, 94043, Outside
2022	<i>Quantum Meditation II</i>	Steel Sculpture	Julian Voss-Andreae	2000 N Shoreline Blvd, Mountain View, CA, 94043, Outside
2022	<i>Halo</i>	Metal and Glass	SOFTLab	2000 N Shoreline Blvd, Mountain View, CA, 94043, Google Visitor Cafe

PRIVATE ART

Year	Title	Medium	Artist	Address / Location
2022	<i>Go</i>	Metal and Corian & Cedar Disc	Hou de Sousa	2000 N Shoreline Blvd, Mountain View, CA, 94043, Google Experience Center
Unknown	<i>Android</i>	Unknown	Themendous Design Studio	1350 Charleston Rd, Mountain View, CA, 94043
1995	<i>Painted Lady</i>	Glass	Richard Allan Meyer	Charleston Rd, Mountain View, CA, 94043, On the Corner
1987	<i>Vision</i>	Steel	William King	1585 Charleston Rd, Mountain View, CA, 94043
Unknown	<i>Multiple Androids</i>	Steel and stone	Themendous Design Studio	1565 Charleston Rd, Mountain View, CA, 94043
2023	<i>Pixel Wave</i>	Kinetic Flappers with Digital images from Watercolor	Kim West and SPMD	1001 Alta Ave, Mountain View, CA, 94043
1981	<i>Untitled (Dolphin)</i>	Sculpture	Unknown	100 El Camino West, CA, 94041, Outside: Fronting El Camino Real
2020	<i>Apogee</i>	Stainless Steel	Albert Dicruttalo	2495 Hospital Dr, Mountain View, CA, 94040, Outside: Orchard Pavillion
2009	<i>Pixel Care</i>	Metal and Glass	Gordon Huether	2500 Hospital Dr, Mountain View, CA, 94040, Outside: Basement
1991	<i>Hope and Confidence</i>	Bronze Sculpture	Burt Brent	2500 Hospital Dr, Mountain View, CA, 94040, Outside: Main Hospital
2010	<i>Light Forest/Life Light</i>	Glass	Gordon Huether	2500 Hospital Dr, Mountain View, CA, 94040, Inside: Lower Level
Unknown	<i>Untitled (El Camino Hospital)</i>	Metal	Unknown	2500 Hospital Dr, Mountain View, CA, 94040, Interior Courtyard (Lower Level)

PRIVATE ART

Year	Title	Medium	Artist	Address / Location
1999	<i>Magnolia Park Fountain</i>	Fountain	Unknown	Magnolia Ln, Mountain View, CA, 94043
1986	<i>Untitled (Sail)</i>	Metal	Lou Pearson	2015 Stierlin Ct, Mountain View, CA, 94043, Outside: Fountain
1986	<i>Sails I</i>	Metal	Lou Pearson	2010 Stierlin Ct, Mountain View, CA, 94043, Outside: Fountain
Unknown	<i>Candy Androids</i>	Unknown	Themendous Design Studio	1565 Charleston Rd, Mountain View, CA, 94043, Outside
1986	<i>Balance</i>	Bronze Sculpture	Albert Guibara	1665 Charleston Rd, Mountain View, CA, 94043, Outside
1999	<i>Untitled (Glass)</i>	Glass and Concrete	Gordon Huether	1875 Charleston Rd, Mountain View, CA, 94043, Outside: On the Corner
Unknown	<i>Exchange</i>	Bronze and Stainless Steel	Archie Held	1900 Charleston Rd, Mountain View, CA, 94043, Outside
2022	<i>Tetrahelix</i>	Bronze and Granite Base	Roger Stoller	2000 Charleston Rd, Mountain View, CA, 94043, Outside: On the Corner
1986	<i>Buzzcocks II & Ling the Lang</i>	Metal	David McGraw	Garcia Ave, Mountain View, CA, 94043, Outside: Adjacent to Garcia Ave.
1986	<i>Seagull Sculpture</i>	Bronze Sculpture	Burke Rutherford	1500 Salado Drive, Mountain View, CA, Outside: On the Corner
1986	<i>Sail Sculpture</i>	Metal	Burke Rutherford	2530 Garcia Ave, Mountain View, CA, 94043, Outside: On the Corner
1986	<i>Statue of Freebirds</i>	Concrete and Metal	Burke Rutherford	2535 Garcia Ave, Mountain View, CA, 94043, Outside: Driveway Roundabout

PRIVATE ART

Year	Title	Medium	Artist	Address / Location
1985	<i>Bronze Lyricist</i>	Bronze sculpture	Bruce Hasson	1845 N Shoreline Blvd, Mountain View, CA, 94043, Outside: Parking Area
1985	<i>In Homage to My Father</i>	Steel	Charles Ginnever	100 Mayfield Ave, Mountain View, CA, 94043, Outside
1994	<i>Bicycle Kids</i>	Metal	JoeSam	1500 W Middlefield Rd, Mountain View, CA, 94043, Outside: In front of Center
1981	<i>Ibex</i>	Bronze	Angelo Grova	460 N Shoreline Blvd, Mountain View, CA, 94043, Outside
2007	<i>Reflecting Whisper Wall</i>	N/A	Daniel Winterich	701 E El Camino Real, Mountain View, CA, 94040, Inside: Main Entrance
2007	<i>Joyous</i>	Glass	Dale Chihuly	701 E El Camino Real, Mountain View, CA, 94040, Inside: Main Entrance
Unknown	<i>Kinda Humerus</i>	Mild and Stainless Steel	Jagged Edge Metal Art (Terrence Martin)	555 San Antonio Rd, Mountain View, CA, 94040, Dog Park
2018	<i>Hydrant</i>	Metal	Jagged Edge Metal Art (Terrence Martin)	555 San Antonio Rd, Mountain View, CA, 94040, Outside
1981	<i>Untitled (Dolphin)</i>	Sculpture	Unknown	Centre St, Mountain View, CA, 94041, Outside: Corner of Calderon and Centre
Unknown	<i>Shockley Semiconductor (Landmark)</i>	N/A	Unknown	391 San Antonio Road, Mountain View, CA
2020	<i>Nectar</i>	N/A	Chor Boogie	Outside building. Off N Shoreline Blvd, Behind Shorebreeze Apartments
Unknown	<i>Untitled (Rainbow)</i>	N/A	Unknown	1600 Amphitheatre Pkwy (Near Googleplex), Outside: Google B42

PRIVATE ART

Year	Title	Medium	Artist	Address / Location
1986	<i>Folded Circle Arc</i>	Painted Aluminum & Stainless Steel	Fletcher Benton	800 W El Camino Real, Mountain View, CA, 94040, Outside on the Corner
1977	<i>Bird Sculpture</i>	Bronze Sculpture	John Edward Svenson	749 W El Camino Real, Mountain View, CA, 94040
1977	<i>Untitled Mosaic</i>	Tile Mosaic on Brick	Millard Sheets	749 W El Camino Real, Mountain View, CA, 94040, Front of Building
2021	<i>Untitled Glass & Metal</i>	Metal & Glass	Clients of the Morgan Autism Center	950 W El Camino Real, Mountain View, CA, 94040, Outside of Luna Vista
2025	<i>Nourish</i>	Mural	Morgan Bricca	Community Services Agency of Mountain View and Los Altos
2025	<i>The Flow of Innovation</i>	Mural	Anne-Sophie Gaudet	260 Moffett Blvd, Mountain View, CA
2023	<i>Sabana (Savannah)</i>	Ceramic sculpture	Ivan Carmona	1265 Pear Ave, Mountain View, CA 94043, Rowe at Pear Village Plaza
2023	<i>Palma (Palm)</i>	Ceramic sculpture	Ivan Carmona	1265 Pear Ave, Mountain View, CA 94043, Rowe at Pear Village Plaza
2023	<i>Mirador (Lookout)</i>	Ceramic sculpture	Ivan Carmona	1265 Pear Ave, Mountain View, CA 94043, Rowe at Pear Village Plaza
2023	<i>Horizon Shift</i>	Stained Glass laminated to Tempered Carrier Glass, Stainless Steel, LED lights.	Jun Kaneko (Created with Derix Glasstudios and Karl Heinz Traut)	1265 Pear Ave, Mountain View, CA 94043, Rowe at Pear Village Plaza

APPENDIX D.

Council Report - Public Art Study Session 10-22-2024

DATE: October 22, 2024

TO: Honorable Mayor and City Council

FROM: Kirstin Hinds, Economic Development Specialist
John Lang, Economic Vitality Manager
Christian Murdock, Community Development Director

VIA: Kimbra McCarthy, City Manager

TITLE: **Public Art Strategy Study Session**



STUDY SESSION MEMO

PURPOSE

Receive input from the City Council on the vision and goals for a Public Art Strategy in Mountain View, including policies and community engagement.

BACKGROUND

Public art can take many different forms and aspects within a community. Mosaics, murals, paintings, photographs, playscapes, sculptures, structural wraps, streetscapes, interactive art, memorials, fine crafts, and art walks are all examples of public art.

In Mountain View, the installation of public art is guided by City Council Policy K-5 (Public Art and Capital Improvement Projects), which was adopted in 1987. Policy K-5 originally designated that 1% of City construction budgets be set aside for public art for select capital improvement projects.

Shortly after adopting Policy K-5, the City Council in 1989 created an advisory body, the Visual Arts Committee (VAC), whose role is to expand art activities and to approve public art associated with capital improvement projects.

In 2022, the City Council amended Policy K-5 to increase funds for public art associated with qualifying capital improvement projects from 1% to 2%. In addition to increasing the percentage allocation, other changes included establishing a not-to-exceed amount of \$400,000 for the art selection. The not-to-exceed amount will be adjusted by the Consumer Price Index (CPI) every five years beginning on January 1, 2027. The Policy K-5 revisions also expanded the list of eligible projects to include new trails, renovation of public plazas, new bicycle/pedestrian over- or undercrossings, and other capital projects as directed by the City Council.

Over the past 35 years, Policy K-5 and the VAC have funded and approved 40 public art installations throughout the City. The art pieces include functional art, standalone pieces, and art that reflects Mountain View history, nature, and culture. In addition to Policy K-5 public art installations, some private developments have incorporated public art into their developments

as a community benefit or for altruistic reasons. There are an estimated 60 privately installed public art pieces accessible to the community. City staff has created an online public art map to illustrate the locations of all public art installations in Mountain View, as shown in Figure 1.

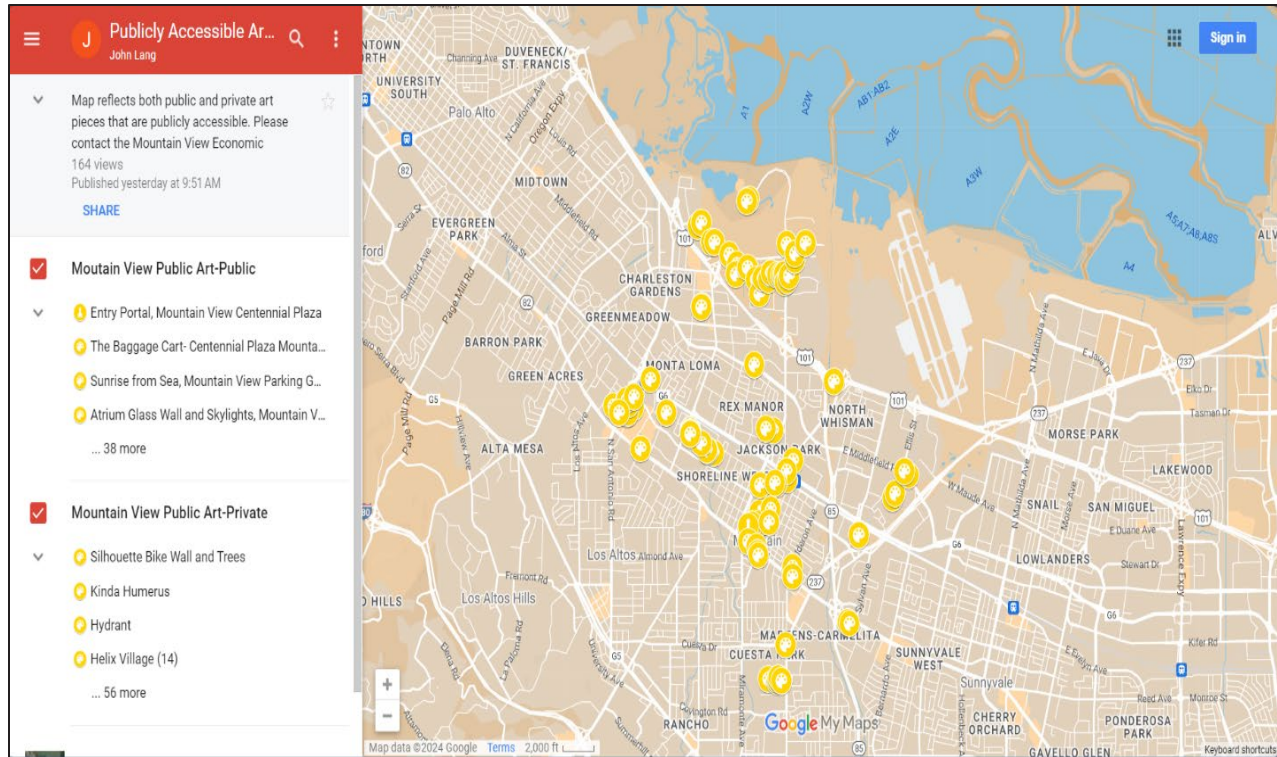


Figure 1: Mountain View Publicly Accessible Art

Source: <https://econdev.mountainview.gov/business/public-art/public-art-map>

Most of the public art resulting from Policy K-5 is in the east, central, and west portions of the City, whereas the privately installed public art pieces are generally located in the northern and southern parts of the City, where most of the larger private development projects have been undertaken in recent years.

Creation of a Public Art Strategy

While there have been roughly 100 public art installations in the City, these installations have occurred as a secondary consideration to other projects being undertaken, either as a requirement of public infrastructure projects, as a negotiated community benefit, or benevolent addition by a developer to private development projects. Desiring a more systematic approach, particularly in relation to private development projects, the City Council directed the VAC to develop a strategy to encourage public art in private development projects as part of the 2017-2019 Major Goals work plan. The item remained on the Council work plans in 2019-2021 and 2021-2023.

In May 2019, the City retained the services of Barbara Goldstein & Associates (BGA) to conduct public outreach and create an art strategy for public art in private development. Key activities in 2019 and 2020 included the following:

- The VAC held several discussions on potential goals and components of a Public Art Strategy.
- BGA reviewed City documents, policies, and procedures as they relate to public art; reviewed public art strategies and polices from other local cities which may help provide context in developing goals; identified potential funding mechanisms, and conducted public outreach to gather initial input on potential public art goals for the City.
- Staff, with assistance from BGA, conducted an initial phase of public outreach at three community events (Monster Bash in October 2019, and two Sunday Farmers’ Markets in November and December 2019) to educate the community on what public art is, what it could look like, and receive input on potential goals for public art. In addition, staff held two focus groups in February 2020: one for neighborhood groups and the other for artists.
- On March 11, 2020, the VAC unanimously supported four proposed key goals to guide the development of the Public Art Strategy.

In March 2020, City staff and BGA anticipated conducting a Study Session with Council on the findings of their work and seek further guidance and direction for developing an art strategy focused on public art in private development. The work was then put on hold with the onset of the COVID-19 pandemic.

Beginning in January 2022, Economic Development staff resumed work related to a Public Art Strategy, starting with conversations with the VAC on elements that are traditionally included in public art strategies and master plans. Council’s original guidance to focus on a strategy to encourage public art in private development projects, per the 2017-19 Council Work Plan project. Based upon the early community outreach conducted by Barbara Goldstein, the VAC recognized a desire and interest to further grow art in Mountain View. Staff began with research of best practices in other Bay Area jurisdictions’ public art programs.

Many public art programs in the Bay Area have a range of policies that supports public art in their respective communities. Staff utilized the monthly VAC meetings to inform the VAC on these policies and seek feedback and guidance. The four types of policies discussed with the VAC included:

- A “percent for art” on private development policy (most closely aligned with the original Council work plan item);
- A maintenance policy;

- A donation policy; and
- A deaccessioning policy.

As the VAC discussed policy considerations, it formed an ad hoc committee to explore developing goals and other potential strategies that could support public art in the City. The VAC’s latest phase of work continued through June 2024 and resulted in updating the public art inventory in the City, identifying Mountain View-based artists, updating the call for artist process, and developing draft public art strategy funding elements, programs, and goals for City Council consideration and direction (See Attachment 1. Summary of Visual Arts Committee direction for Public Art-June 2024 meeting).

ANALYSIS

Current Mountain View Programs and Policies Related to Public Art

Mountain View does not have a formal Public Art Strategy, meaning that public art has historically centered around three main efforts:

- Policy K-5 (Public Art in Capital Improvement Projects);
- New development opportunities presented within Precise Plans; and
- Rolling programming of art displays within the Center for the Performing Arts and City Hall.

There have also been temporary programs, like the Sidewalk Studio and Bollard Beautification projects. In addition, the City is dedicated to developing partnerships with arts-related organizations, like SVCcreates and Local Color San Jose.

1. Council Policy K-5—The policy, created in 1987 and amended in 2022, requires public art at certain capital improvement projects and states:

“Capital Improvement Program (CIP) projects for new parks, new buildings, major renovations of buildings, new bridges, new or renovated public plazas, new trails or trail extensions, new bicycle/pedestrian over- or undercrossings, or other capital projects as directed by the City Council with construction hard costs of \$1.0 million or greater shall allocate two percent (2%) of the construction budget, not to exceed \$400,000 (Cost Limit), for the selection, purchase, and installation of significant appropriate piece(s) of artwork. The Cost Limit shall be adjusted every five (5) years based on the Construction Cost Index beginning January 1, 2027. All artwork selected and purchased shall be incorporated as an integral part of the project design. This artwork may consist of works integrated into the project, acquisitions, art commissioned, or other appropriate installations. The Visual Arts Committee is responsible for advising the City Council on the selection of art and artists for qualifying CIP projects.”

Over the past five years, Policy K-5 has facilitated public art at the Teen Center; Community Center; and Mora, Pyramid, and Wyandotte Parks. Additionally, there are currently six CIPs under way with a public art component: (a) Rengstorff Park Aquatics Center; (b) Rengstorff Park Tennis and Maintenance Buildings; (c) Transit Center Grade Separation and Access Project; (d) Evelyn and Villa Chiquita Parks; and (e) the Shoreline Boathouse Expansion.

2. Land Use Policies—Public art was integrated into the 2030 General Plan, which serves as the guiding document for the City’s physical development and preservation. It includes goals and policies that convey a long-term vision and guide local decision-making to achieve that vision. The General Plan includes a visual arts goal (POS-11): commitment to the visual arts that celebrate the diversity and aspirations of the City and make art accessible to the entire community.

The General Plan also identified five change areas: East Whisman, El Camino Real, Moffett Boulevard, North Bayshore, and San Antonio. The identification of these areas resulted in four new Precise Plans: East Whisman, El Camino Real, North Bayshore, and San Antonio. These plans require developers seeking additional development capacity to provide community benefits. Public art is one possible community benefit to meet this requirement. The following is a summary of public art provisions in the four adopted plans:

- *East Whisman Precise Plan*: Public art is incorporated to support City public projects and public spaces in private development projects. In addition, the Plan will integrate findings and direction from the Public Art Strategy.
 - *El Camino Real Precise Plan*: Public art will be integrated in public plazas as special street-facing open areas that act as gathering spaces for surrounding neighborhoods. These would be designated as unique and notable destinations with the potential to accommodate a range of activities. Amenities could include benches, art, water features, or other elements.
 - *North Bayshore Precise Plan*: Public art is defined as a public benefit where nonresidential projects could earn extra floor area ratio (FAR) if they provide public benefits or contribute to a district improvement project.
 - *San Antonio Precise Plan*: Public art is included as part of the design guidelines in which art can be added to enrich the pedestrian experience. The Precise Plan outlines how public art could be incorporated into new development and what the art should be—locally sourced, interactive, interpretive, and functional.
3. Center for the Performing Arts and City Hall Rolling Artist Exhibits—The City of Mountain View annually solicits a Call for Artists to display art pieces within the Center for the Performing Arts (CPA) and City Hall Rotunda (See Figure 2). The six- to-eight-week revolving displays allow roughly eight artists to showcase their artwork to both audiences at the CPA and visitors to City Hall. The VAC receives \$5,000 annually from the General Operating Fund

to support the rotating art displays in the CPA and City Hall along with funding the Call for Artist web-based platform. Artists receive a small amount of compensation for their time setting up and taking down their displays.

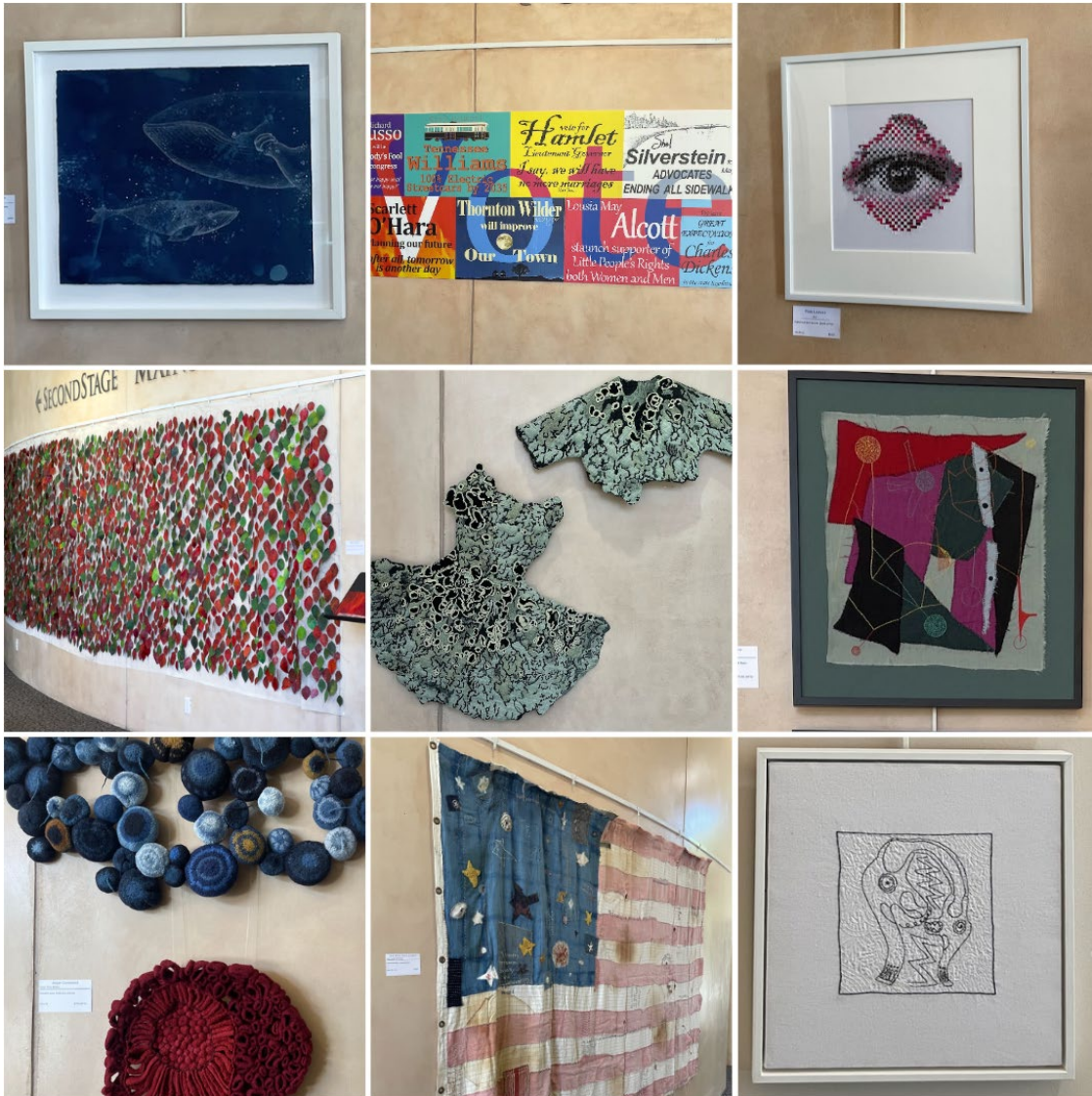


Figure 2: Images Associated with Center for the Performing Arts and City Hall-Artist Exhibit and Promotion

4. Temporary Programs: Sidewalk Studio and Bollard Beautification—For a brief period in 2018, the City launched a Sidewalk Studio Program with one-time funding that resulted in select traffic signal boxes near the downtown being painted by local artists (See Figure 3). Similarly, in 2024, staff identified an opportunity to put art on the cement safety bollards located along Castro Street at the closed intersections and worked with the VAC to issue a Call for Artists to participate in the Bollard Beautification project. As of September 2024,

artists have been selected and staff are working through contracts and planning for installation.



Figure 3: Sidewalk Studio Program Boxes in Mountain View (2018)

5. Partnership Development with SVCcreates and Local Color—Recently the City entered into a Memorandum of Understanding (MOU) with SVCcreates, a local nonprofit arts advocacy group that has been supporting art in Silicon Valley. The MOU outlines the City’s participation in Municipal Arts Roundtables to learn best practices related to Art. The City will inform SVCcreates of upcoming calls for artists so they can assist with local and regional artist engagement. The City has also engaged with Local Color, a nonprofit organization that works with emerging and established artists with a focus on providing opportunities for artists to be engaged with the local community.

Challenges and Opportunities

Although Council Policy K-5 has been in effect for some time and has capitalized on opportunities to require public art in large development projects and within several Precise Plans, creating and installing public art remains opportunistic rather than strategic, with the locations and types of public art based on emergent capital projects undertaken by the City and development projects undertaken by private developers. Development of a comprehensive Public Art Strategy to guide the overall implementation of public art throughout the City will help ensure that Council’s objectives for public art in Mountain View are being met.

A comprehensive framework and set of policies stipulating the types and locations of public art projects desired in Mountain View would help to address some shortcomings of the City’s current ad hoc approach to public art. An effective Public Art Strategy could supplement mechanisms in the Precise Plans, which apply only to certain projects (i.e., those requesting bonus floor area that must provide community benefits) and could also determine ways to provide public art in areas of the City that are not projected to undergo significant capital projects.

Case Studies of Neighboring Cities Art in Private Development

The strategies used by other cities to promote public art are a useful starting point for considering what a Public Art Strategy for Mountain View could include. Cities across the Bay Area support public art through a variety of strategies and have developed policies to fund public art programming. Staff completed an initial review of the nearby cities shown to understand how public art is implemented and supported through in those communities.

The most common approach to facilitating art in private developments is a **“Percent for Art”** requirement. This is usually based on a percentage of total project costs. Public art can be included in a development project subject to the requirements, or payment of an in-lieu fee can be authorized when a private development project chooses not to incorporate public art into a development. The cities listed below in Table 1 use funding from in-lieu fees to create mural programs or procure temporary and permanent works of art for their cities in locations outside of the development project that paid the fees.

The U.S. Supreme Court decided *Sheetz v. County of El Dorado* (2024) earlier this year and held that *Nolan* and *Dolan* standards apply whether or not a land development fee is adopted legislatively or administratively. This means that public art fees tied to land development must have an essential nexus to the proposed development project and must be proportional to the impact the development will have on the city. Additional legal analysis of this issue would be required if Council remains interested in this funding mechanism.

Table 1: Fees for Art in Private Development with In-Lieu Option for Select Silicon Valley Cities

CITY	FUNDING STRUCTURES	
	<i>Percent for Art in Private Development</i>	<i>In-Lieu Option</i>
Cupertino	1% of the first \$100 million construction valuation and 0.9% in excess of \$100 million.	1.25% in-lieu fee.
Los Altos	1% of construction costs.	1% in-lieu fee.
Los Gatos	1% of construction valuation.	In-lieu fee equivalent to public art cost.
Milpitas	0.5% of building development costs for nonresidential building developments over 2,000 square feet.	0.5% in-lieu fee.
Mountain View	No Policy	No Policy
Palo Alto	1% of construction valuation for first \$100 million and 0.9% in excess of \$100 million (valuation adjusted with CPI).	1% in-lieu fee.
Redwood City	1% of new commercial development over 50,000 square feet.	1% in-lieu fee. If developer does not spend all 1%, the remaining amount can go into the fee.
San Mateo	1.19% of building permit fee for commercial/multi-family projects over \$3 million construction valuation.	1.19% in-lieu fee.
Sunnyvale	2% of construction valuation. If developer does not spend entire 2%, remaining amount contributed to the public arts fund.	1.1% in-lieu fee.

While less common, there are other funding mechanisms that can support art in communities beyond Percent for Art in private development programs. Below are some other mechanisms that municipalities have used to generate funding for public art:

- **Transient Occupancy Tax** ([City of San Jose](#)): The City of San Jose uses a portion (6% of the room rent) of their Transient Occupancy Tax to fund its cultural grant programs and fine arts division programs, a convention and visitors bureau for the city, and the convention and cultural facilities of the City of San Jose.

- **Admission/Amusement Fees** (City of Chicago/[City of Seattle](#)): Seattle’s Office of Arts and Culture is primarily funded from revenue from the Seattle Admissions Tax. The 5% tax is applied on for-profit ticketed entertainment events. This money supports the overhead operating costs of the office, grant programs, and art education programs. The remaining one-third of the budget comes from and is reserved for the city’s percent for art program.
- **Property-Based Improvement District** ([San Jose Downtown PBID](#)): The San Jose Downtown PBID allocates a portion of their revenue to Beautification and Street Life, which includes maintaining murals and art in crosswalks, as well as landscape maintenance and improvements.
- **Voter initiative for an “Arts Income Tax”** ([City of Portland](#)): Approved in 2012, the City of Portland implements an Arts Education and Access Income Tax, which is \$35 for each Portland resident age 18 and older that earns income above the federal poverty level and has \$1,000 or more income. The tax funds Portland school teachers and art-focused nonprofit organizations in Portland.
- **Bond initiative:** Similar to a Percent for Art program where a percent of a Capital Improvement Program budget is used for art, cities can dedicate a percent of public construction bonds to public art. The City of Berkeley dedicates 1.5% of all future public construction bonds and capital projects to public art.
- **Public/private partnerships:** Arts and cultural programs require public and private support to thrive. Partnering with private entities, or engaging private funders, is one option to help fund arts.
- **Federal, state, and philanthropic organization grants:** Organizations like the National Endowment for Arts, California Arts Council, or local Community Foundations offer grants for public and private entities.

Other Policy Considerations for Supporting Public Art

In addition to identifying funding sources for increasing art activations, many cities have other policies that complement public art programing, including:

- **Donation of Public Art:** A specific donation policy (different from City Council Policy K-6, [Attachment 4](#)) for art can provide guidance and clarity to both future donors and the City about the suitability of various public art donations, including an assessment of the art’s long-term maintenance requirements.
- **Maintenance of Public Art.** Many outdoor public art pieces are developed and designed to withstand outdoor impacts. Having art maintenance guidelines helps ensure the City is following best practices for maintaining art pieces, supporting the longevity of the art. Maintenance requirements can include having the artist provide specifics on the piece,

including appropriate ways to perform repairs. Pieces with high maintenance requirements can require staff and funding resource allocations.

- Deaccessioning (Removal) of Public Art: Deaccession is the removal of art from a collection. There are many reasons that art may need to be removed, including for safety reasons, redevelopment of property, or a piece no longer aligns with community values. It is helpful to have a defined process that makes it clear the steps to be undertaken to remove art, including the storage, sale, or destruction of the art.

Best Practices

Public art funding mechanisms, policies, and programs are commonly outlined in a Public Art Strategy or master plan to provide a clear vision and goals for art that helps inform local artists, private developers, and community members. Table 2, below, outlines the public art policies and programs implemented by Mountain View’s neighboring cities, and which cities have a Public Art Strategy or master plan (Y=Yes; N=No; IP=In Progress).

Table 2: Best Practice Polices for Public Art Programs

CITY	Art Strategy/ Master Plan	Art in Private Development	In-Lieu Option	Percent for Art in Public Projects	Donation/ Sponsor Policy	Maintenance Policy	Deaccessioning/ Removal Policy
Cupertino	N	Y	Y	Y	N	Y	N
Los Altos	Y	Y	Y	Y	Y	Y	Y
Los Gatos	IP	Y	Y	N	Y	N	Y
Milpitas	IP	Y	Y	Y	Y	N	N
Mountain View	N	N	N	Y	Y	N	N
Palo Alto	Y	Y	Y	Y	Y	Y	Y
Redwood City	Y	Y	Y	Y	Y	Y	Y
San Mateo	N	Y	Y	N	Y	Y	Y
Sunnyvale	Y	Y	Y	Y	Y	Y	Y

Currently, Mountain View implements only two of the identified best practices for public art programs: “Percent for Art in Public Projects” and a donation/sponsor policy. The City Council may consider whether the additional components identified in Table 2 would be appropriate for a Public Art Strategy for the City of Mountain View.

Community Engagement

Staff and members of the VAC have presented information to and solicited feedback on public art in Mountain View from the Mountain View Coalition for Sustainable Planning (January 11, 2024) and Youth Advisory Commission (September 18, 2023), and at the Mountain View Art and Wine Festival (September 9, 2023 and September 10, 2023), Old Mountain View Neighborhood

Association Ice Cream Social (August 26, 2023), Monster Bash (October 26, 2019), and Farmer’s Market (November 10, 2019, and December 15, 2019). Detailed feedback from these efforts is included in Attachment 2. High level feedback from the community engagement includes an interest in:

- More art in neighborhoods and throughout Mountain View (including youth opportunities).
- More interactive art and art types.
- Easier access to finding information about art.
- Broader community engagement including nonartists in strategy development.



Figure 4: Public Outreach Related to a Public Art Strategy

Visual Arts Committee Discussions

Consistent with the General Plan Goal (POS-11), the VAC has reviewed different public art strategies and master plans and has contemplated vision statements, strategies, and goals for consideration in a Public Art Strategy.

As part of their monthly meeting working sessions, the VAC has developed a draft vision statement and public art goals. (See Attachment 1. Summary of Visual Arts Committee Direction for Public Art—June 2024 Meeting.)

Draft Vision Statement from the VAC:

- *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.*

Draft Public Art Goals from the VAC:

- *Cultivate a vibrant civic art culture which builds community and reflects Mountain View’s heritage and diversity.*

- *Foster placemaking and identity to support economic development and enhance Mountain View's livability.*

QUESTIONS FOR THE CITY COUNCIL

Staff requests Council direction to guide continued work on a Public Art Strategy with the VAC and community. Staff recommends that Council consider directing staff to develop a Public Art Strategy that includes the best practices identified in Table 2 and that incorporates these into a cohesive master plan that identifies public art opportunities beyond those associated with capital projects and private development.

Staff seeks Council input on the following questions:

Question No. 1: *What feedback or changes does Council have to the draft Vision Statement and Goals prepared by the Visual Arts Committee that will help guide staff's work?*

Question No. 2: *Does Council agree that all the elements and policies in Table 2 should be included in a Public Art Strategy for Mountain View? Is there anything not listed in Table 2 that should be included?*

Question No. 3: *What specific outcomes are most important to achieve with a Public Art Strategy? For example, should the strategy focus on providing public art in areas of the City that experience less private development or have fewer public facilities where art would be created under current policy?*

NEXT STEPS

Feedback from this Study Session will provide guidance on the development of policies and strategies to explore in the creation of a Public Art Strategy. Additional public outreach, including stakeholder outreach with artists, businesses, and the community, will assist in identifying key themes and direction for the strategy. The VAC will continue to discuss the Public Art Strategy to ensure a draft Public Art Strategy reflects the values of the City and will review and provide input for City Council consideration.

Input from City Council will shape the type and extent of further community outreach while preparing a Public Art Strategy. Staff expects that outreach would include stakeholder meetings for developers/businesses, public art advocates (including the artist community) and the Mountain View community, and a community public art survey.

Staff will finalize a draft Public Art Strategy for Council consideration by Q3 2025 incorporating the guidance from the City Council at this Study Session, input from previously identified local groups and individuals, and any additional outreach specifically identified by Council.

RECOMMENDATION

Staff recommends the City Council direct staff to develop a Public Art Strategy and provide direction on the contents of the Strategy that captures the City’s aspirations for public art. Based on the input, staff will continue to work with the VAC and the community on defining the elements that City Council has directed to include in a Public Art Strategy.

PUBLIC NOTICING

Agenda posting. A notice of the availability of this Study Session memorandum was sent to the Visual Arts Committee and was posted on social media.

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- Attachments:
1. June 2024 VAC Meeting Presentation with Feedback
 2. Public Comments on Public Art
 3. Council Policy K-5
 4. Council Policy K-6

APPENDIX E.

Public Art Program Benchmark Cities

CITY, COUNTY, & POPULATION	DEPARTMENT & STAFF	PUBLIC ART PERCENT FUNDING		ORDINANCE	PROGRAMS	COLLECTION	PUBLIC ART PROJECT FUNDING
		PRIVATE	PUBLIC				
Mountain View, Santa Clara 86,500	Community Development 1 Staff	N/A	2%	Public Art Policy K-5	City wide installations and rotating exhibitions	52 artworks City-owned and 70 artworks privately owned	N/A
Milpitas, Santa Clara 81,773	Recreation and Community Services 1 Staff	0.5% or in-lieu 1% fee for specific building types	1.5%	Public Art Policy Chapter 20 Ord. No. 38.821, Municipal Code	Utility box program, collection	28 artworks around and in civic facilities	The city established an initial fund of \$125,000 per year for the Public Art Fund for the first four years of the Public Art Program Master Plan that started in Fiscal Year 05/06.
Sunnyvale, Santa Clara 156,792	Library and Recreation Services 2 Staff	1% or in-lieu 1.1% fee	1%	Policy 6.4.4 Art in Public Places	Self guided tour map, Sun Flair: The Suns Sculpture Program, Temporary Art Exhibits	The City currently owns and maintains 62 pieces of acquired art.	Capital project allocations, donations, awards and general funds support the public art program.
Palo Alto, Santa Clara 67,483	Community Services 4 Staff	1% or in-lieu same rate	1%	Public Art Policy Chapter 16.61 Ordinance No. 5226 Municipal Code	King Artist Residency; Cubberly Artist Studios; CODE: Art Festival; Public Art News Letter; Utility Box	The City collection of public art is approximately 100 permanently sited works and over 200 portable works of art. Over 300 in the collection includes city projects, temporary artworks and art in private development.	The ArtLift Microgrant Program launched in 2021 and provided funding for 40 temporary projects by local artists and creatives with the goal of helping the community recover emotionally and economically from the pandemic through the arts and creative outlets. ArtLift Grants: Utility Box Edition In 2024, the Public Art Program awarded twenty ArtLift Grants to artists based in Palo Alto and the Bay Area.

CITY, COUNTY, & POPULATION	DEPARTMENT & STAFF	PUBLIC ART PERCENT FUNDING		ORDINANCE	PROGRAMS	COLLECTION	PUBLIC ART PROJECT FUNDING
		PRIVATE	PUBLIC				
Los Altos, Santa Clara 30,736	Parks and Recreation 1 Staff	1% or in-lieu 1% fee	1%	Public Art Funding Chapter 3.52 - Ordinance No. 2018-446 Municipal Code	Art Without Walls	25 sculptures are part of the Public Art Program. These sculptures are either owned by the City or on loan from the artists.	Artists whose work is selected for inclusion in the sculpture program receive a \$1,500 stipend to help cover insurance, transportation, and other costs. Both the artist and their work will be promoted through local media and in their Art Without Walls walking tour brochure. Selected work will be on loan for a period of two years.
Los Gatos, Santa Clara 33,373	Office of town manager 1 Staff	1% or in-lieu 1% fee	1%	Public Art Funding Chapter 25 Article VII.	Council chambers exhibit space and library, Forbes Mill Footbridge Project, Downtown Banner program	No dedicated area online that shows a collection.	N/A
Cupertino, Santa Clara 58,710	1 Staff	1% or in-lieu 1% fee	N/A	Artwork in Private and Public Development Chapter 19.148	Art in Unexpected Places	No dedicated area online that shows a collection.	N/A
Redwood City, San Mateo 86,000	Parks, Recreation and Community Services 1 Staff	1% or in-lieu 1% fee	1%	Public Art Code Chapter 45	Art Kiosk, CATA (Community Advocacy Through Art), Art at the Library, Explore Redwood City App, Workshops, Interactive wall art,	No dedicated area online that shows a collection.	“Redwood City Improvement Association, nonprofit community benefit district supports financially on certain projects (for example they made a \$30,000 donation for public art installations for the sidewalk and the shadow art project). Community Advocacy Through Art (CATA) is a project of the Redwood City Parks and Arts Foundation that creates public art events and street art murals as mediums of social advocacy and community-building.”

CITY, COUNTY, & POPULATION	DEPARTMENT & STAFF	PUBLIC ART PERCENT FUNDING		ORDINANCE	PROGRAMS	COLLECTION	PUBLIC ART PROJECT FUNDING
		PRIVATE	PUBLIC				
San Mateo, San Mateo 105,661	Art and Recreation 1 Staff	1.19% or in-lieu 1.19%	N/A	Art In Public Places Chapter 23.60 Municipal Code	Art in Public Places Gallery, City Hall Gallery, Main Library Gallery	No dedicated area online that shows a collection.	N/A
Emeryville, Alameda 14,159	Economic Development 1 Staff	1% non residential and .5% residential projects over 20 units, or in-lieu fee at same rate	1.5%	Art In Public Places Chapter 2 Article 4 Municipal Code	Utility box program, bus stop program, Purchase award program for city buildings	Over 600 pieces of artwork in the city.	N/A
Livermore, Alameda 89,000	Innovation & Economic Development 1 Staff	1% or in-lieu 1% fee	1%	Art in Public Places Chapter 12.51 Municipal Code	N/A	No dedicated area online that shows a collection.	N/A
Walnut Creek, Contra Costa 70,966	Arts 1 Staff	1% or in-lieu 1% fee or a .5% in-lieu fee on specific zones or building types that are assessed at 0.5%	1% of construction cost; .5% of construction or alteration of underground and structured parking facilities; .5% For construction or alteration of buildings owned by nonprofit organizations organized under Section 501(c)(3), 5% for construction or alteration of a hospital as defined in Section 10-2.1.403	Public Art Chapter 10-10 Municipal Code	Walking tours, artist opportunities, craft fest, workshops, youth education	Currently 31 artworks in the collection on the city website and categorized into murals, sculptures, fountains and functional art.	The Bedford Gallery is the city's art gallery and is part of the City's Arts and Recreation Department.

CITY, COUNTY, & POPULATION	DEPARTMENT & STAFF	PUBLIC ART PERCENT FUNDING		ORDINANCE	PROGRAMS	COLLECTION	PUBLIC ART PROJECT FUNDING
		PRIVATE	PUBLIC				
Santa Cruz, Santa Cruz 60,593	Economic Development 3 Staff	N/A	1%	Public Art Program Chapter 12.8	Mural Matching Grant Program, Graphic Traffic (Utility boxes), sculpTOUR, Santa Cruz Recycled Art Program (SRAP), City Arts Recovery Design Program grant	No dedicated area online that shows a collection.	Public art moneys shall be trans- ferred by the city manager or his or her designee into a designated public art fund. An amount up to twenty-five percent (25%) of the public art funding allocation shall be set aside in a separate account within the public art fund for program administration activities as may be deemed appropriate.

APPENDIX F.1

Survey Results

From July 2025 – December 2026, a multilingual online and paper survey was published in English, Spanish, and Mandarin and circulated throughout the City of Mountain View through the City’s website, social media, community newsletters, and community events. A total of three hundred and six (306) community members who live, work, go to school, or invest in Mountain View provided feedback to help inform the recommendations for the City of Mountain View Public Art Strategy.

Below are the following questions asked in the survey:

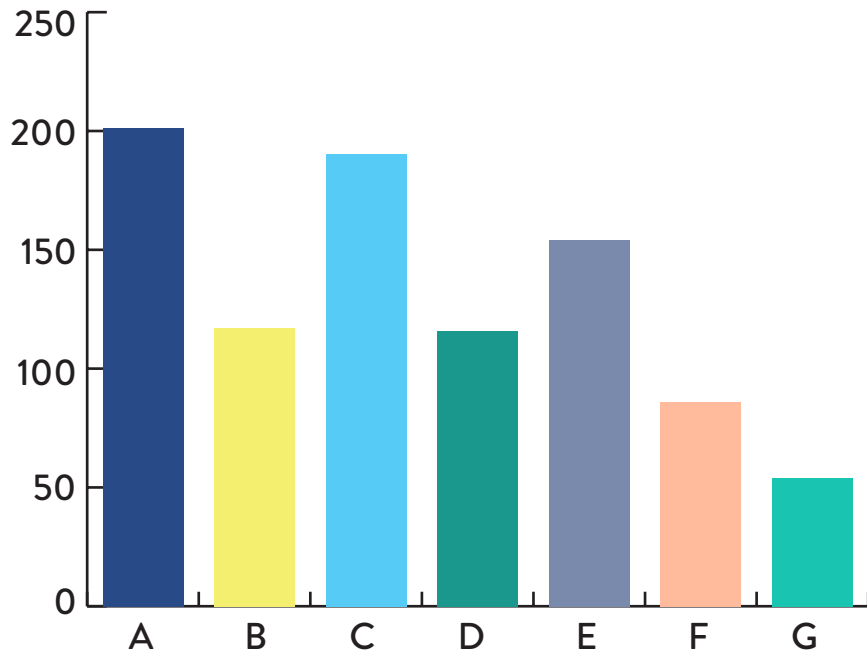
1. What is the first thing that comes to mind when you think of Mountain View? (Choose 3)
2. Where would you like to see public art and cultural arts programs in Mountain View? (Choose 3)
 - a. Since you picked option C: ‘Neighborhoods’ for the previous question, which neighborhood are you thinking of? (Drop-down List)
 - b. Since you picked option D: ‘Parks & Trails’ for the previous question, which park or trail are you thinking of? (Drop-down List)
3. What type of art would you like to see in public places? (Choose 3)
4. What are two or three places or arts experiences you have visited where the arts left a lasting impression outside of Mountain View? (Open-ended)
5. Where do you like to take visitors when they visit Mountain View? (Open-ended)
6. Where do people tend to gather to celebrate special events in Mountain View? (Open-ended)
7. What do you think is the role of public art in Mountain View? (Choose 6)
8. Please tell us about yourself. (Multiple Choice)
9. Name*
10. Email Address*
11. Zip Code
12. What neighborhood do you live in? (Open-ended)
13. Age Range (Choose 1)
14. Race and Ethnicity (Multiple Choice)
15. Would you like to be added to the mailing list to receive updates?*
16. Is there anything else you would like to tell us? (Open-ended)

The responses to the questions marked with an asterisk () were omitted from the City of Mountain View Public Art Strategy out of respect of the participant’s privacy.

DRAFT

1. What is the first thing that comes to mind when you think of Mountain View? (Choose 3)

306 out of 306 people answered this question.



Legend:
Choices, Responses, Percentages

- A. Culturally Diverse – 201 | 65.7%
- B. Neighborly – 117 | 38.2%
- C. Vibrant Downtown – 190 | 62.1%
- D. Family-Oriented – 116 | 37.9%
- E. Innovation / Technology – 154 | 50.3%
- F. Open space / Access to nature – 86 | 28.1%
- G. Other – 54 | 17.7%

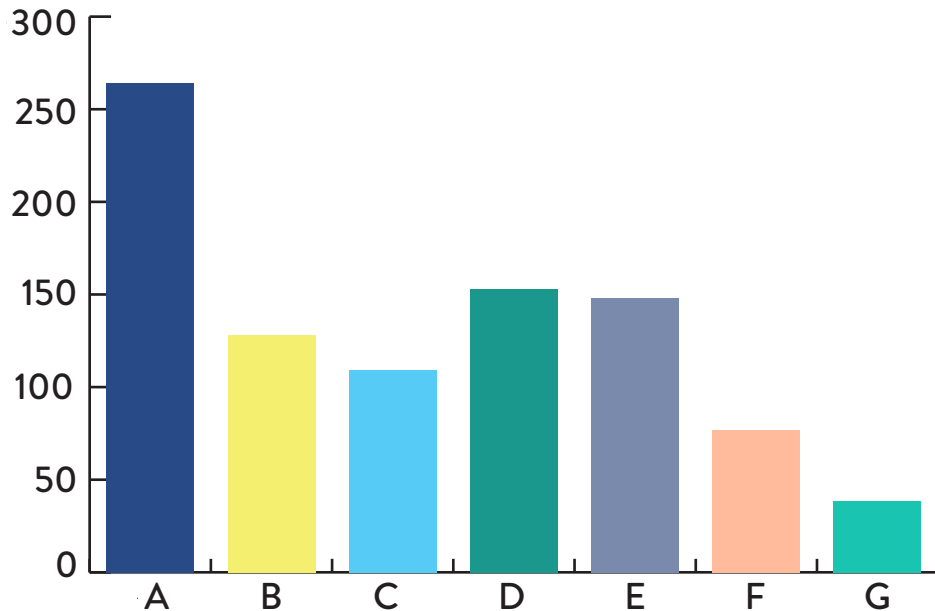
The following is a consolidated list of write-in answers under “Other” and is displayed how it is written by participants.

- Not enough public transport
- Not very memorable
- Walkable
- Walk/bike friendly
- Focused on Environment/Social Good
- Quiet
- Not enough bike infrastructure
- A huge wealth disparity
- Safe (2)
- Google
- Small
- Expensive (4)
- Google/Golf
- Definitely not BCD, maybe E or F
- Crappy downtown, run down, not vibrant and innovative enough
- Car-oriented
- Unaffordable
- Historically Rich
- Rustic
- Vacant Downtown
- Inequality
- Suburban

DRAFT

2. Where would you like to see public art and cultural arts programs in Mountain View (Choose 3)

306 out of 306 people answered this question.



Legend:

Choices, Responses, Percentages

- A. Downtown Mountain View – 264 | 86.3%
- B. Near Civic Center Plaza – 128 | 41.8%
- C. Neighborhoods – 109 | 35.6%
- D. Parks & Trails – 153 | 50%
- E. Transit Areas (Caltrain Mountain View or San Antonio Stations) – 148 | 48.4%
- F. Shopping Centers or other commercial buildings – 77 | 25.2%
- G. Other – 39 | 12.8%

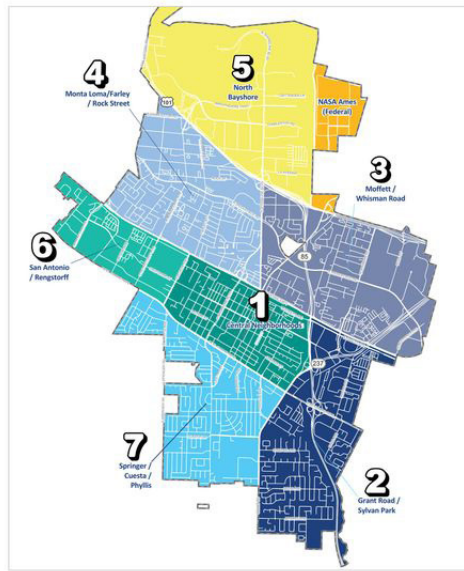
The following is a consolidated list of write-in answers under “Other” and is displayed how it is written by participants.

- Permanente Creek Trail
- San Antonio Del Medio
- Stevens Creek
- Library
- Train Station Area
- Public school campuses
- On utility boxes & other public works infrastructure
- School
- Schools & Community Centers/Whisman Sports Center
- Utility Boxes
- Public art is often ugly, I rather see beautiful plants/trees
- With their own dedicated buildings (unused property)

DRAFT

2A. Since you picked option C: 'Neighborhoods' for the previous question, which neighborhood are you thinking of?

109 out of 306 people answered this question.



City of Mountain View
Neighborhood Meeting Areas June 2024

1. Central Neighborhoods (dark green) (35)
2. Grant Road / Sylvan Park (navy blue) (5)
3. Moffett / Whisman Road (medium blue) (10)
4. Monta Loma / Farley / Rock Street (light blue) (8)
5. North Bayshore (yellow) (4)
6. San Antonio / Rengstorff (light green) (5)
7. Springer / Cuesta / Phyllis (turquoise) (6)

2B. Since you picked option D: 'Parks & Trails' for the previous question, which park or trail are you thinking of?

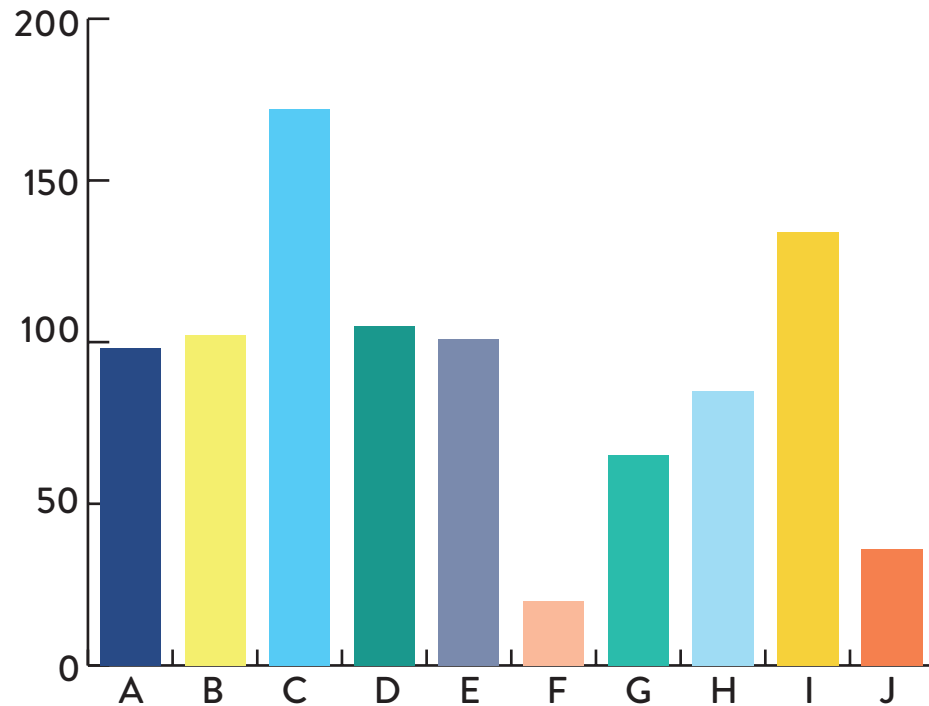
123 out of 306 people answered this question.

- Adobe Creek Loop Trail
- Bay Trail (5)
- Bubb School/Park
- Castro School/Park (8)
- Cooper Park (2)
- Cuesta Park (13)
- Eagle Park & Pool (5)
- Gemello Park
- Graham School/Athletic Field (2)
- Jackson Park
- Landels School/Park (3)
- Magical Bridge
- Mariposa Park
- Mercy-Bush Park (2)
- Pioneer Park (3)
- Pyramid Park (2)
- Rengstorff Park & Pool (23)
- Rex-Manor Park
- San Veron Park
- Shoreline Trail (3)
- Shoreline at Mountain View (21)
- Stevens Creek Trail (19)
- Sylvan Park
- Thaddeus Park (2)
- Whisman Park

DRAFT

3. What type of art would you like to see in public places? (Choose 3)

306 out of 306 people answered this question.



Legend:

Choices, Responses, Percentages

- A. Historical Art – 98 | 32%
- B. Environmental Art – 102 | 33.3%
- C. Murals – 172 | 56.2%
- D. Sculptures – 105 | 34.3%
- E. Interactive/Kinetic – 101 | 33%
- F. Sound Art – 20 | 6.5%
- G. Light / Projections / Digital Art – 65 | 21.2%
- H. Events & Performances – 85 | 27.8%
- I. Functional Art (street furnishings, light poles, etc.) – 134 | 43.8%
- J. Other – 36 | 11.8%

The following is a consolidated list of write-in answers under “Other” and is displayed how it is written by participants.

- Water features
- Gateway
- Hands-on activities
- All of the Above
- Local Artists
- Beautiful and functional bike and pedestrian infrastructure
- Gateway, temporary (2)
- Displays/Galleries
- Cobblestone/mosaic
- Display of art made by local artists
- Space for individual artist like the Art Vendor program in SF

4. What are two or three places or arts experiences you have visited where the arts left a lasting impression outside of Mountain View? (Open-ended)

236 out of 306 people answered this question.

Below is a consolidated summary of 236 out of 306 survey responses that describe the different types of places and arts experiences outside of Mountain View that left a lasting impression for respondents. These responses are organized by the types of places and experiences as well as the number of times mentioned.

INTERNATIONAL CITIES (GENERAL ART MENTIONS)

City	Country
Lisbon (4)	Portugal
Paris (4)	France
Barcelona (3)	Spain
Amsterdam (2)	Netherlands
Berlin (2)	Germany
Edinburgh (2)	Scotland
Florence (2)	Italy
Tokyo (2)	Japan
Athens	Greece
Aachen	Germany
Basel	Switzerland
Beijing	China
Bordeaux	France
Calgary	Canada

City	Country
Campeche	Mexico
Chianti	Italy
Dresden	Germany
Eindhoven	Netherlands
Esfahan	Iran
Frankfurt	Germany
Hakone	Japan
Kyoto	Japan
Leiden	Netherlands
Limburg	Belgium
Madrid	Spain
Mexico City	Mexico
Montreal	Canada
Nuenun	Netherlands

City	Country
Rome	Italy
Seville	Spain
Shanghai	China
(Country-mention)	Singapore
Sozopol	Bulgaria
Sydney	Australia
(Country-mention)	Taiwan
Toronto	Canada
Vancouver	Canada
(Country-mention)	Vietnam
Wroclaw	Poland

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4. What are two or three places or arts experiences you have visited where the arts left a lasting impression outside of Mountain View? (Open-ended) Cont.

MUSEUMS & GALLERIES

Place	City	State/Country
Museum of Modern Art (MoMA) (3)	New York City	NY, USA
de Young Museum (6)	San Francisco	CA, USA
Stanford Art Museum (Cantor) (4)	Stanford	CA, USA
Santa Clara University Museum of Art (2)	Santa Clara	CA, USA
Tate Museum	London	UK
Cooper Hewitt Museum	New York City	NY, USA
National Building Museum	Washington	DC, USA
SF MoMA (5)	San Francisco	CA, USA
Asian Art Museum	San Francisco	CA, USA
Detroit Institute of Arts	Detroit	MI, USA
Getty Museum (2)	Los Angeles	CA, USA

Place	City	State/Country
Smithsonian Museums	Washington	DC, USA
British Museum	London	UK
Prado Museum	Madrid	Spain
Louvre (2)	Paris	France
Theatre Museum	Chicago	IL, USA
Hakone Open Air Museum	Hakone	Japan
American Museum of Natural History	New York City	NY, USA
Legion of Honor	San Francisco	CA, USA
Palo Alto Art Center	Palo Alto	CA, USA
LA County Museum of Art (LACMA) (2)	Los Angeles	CA, USA
San Jose Museum of Art (3)	San Jose	CA, USA

DRAFT

4. What are two or three places or arts experiences you have visited where the arts left a lasting impression outside of Mountain View? (Open-ended) Cont.

MURALS & STREET ART

Description	City	State/Country
Paris Invader pixel art	Paris	France
Murals (Mission District) (12)	San Francisco	CA, USA
Murals (2)	Montreal	Canada
Murals, Concrete Barrier Program (2)	Toronto	Canada
Murals (4)	New York City	NY, USA
Murals	Naples	Italy
Murals (10)	Los Altos	DC, USA
Murals, Transit Murals, Civic Center Art (8)	Palo Alto	CA, USA

Description	City	State/Country
Murals and Projects (5)	Redwood City	CA, USA
Murals (2)	Sacramento	CA, USA
Murals	Mexico City	Mexico
Murals / Street Art (2)	Berlin	Germany
Murals	Fresno (Highway 180 pillars)	CA, USA
Murals and Downtown Utility Art (7)	San Jose	CA, USA

DRAFT

4. What are two or three places or arts experiences you have visited where the arts left a lasting impression outside of Mountain View? (Open-ended) Cont.

MURALS & STREET ART

Description	City	State/Country
Murals	Oakland	CA, USA
Murals	Edmonton	Canada
Murals	Sayulita	Mexico
Murals (2)	Carmel	CA, USA
Murals / Street Art (2)	Barcelona	Spain
Murals / Street Art (2)	Lisbon	Portugal

Description	City	State/Country
Murals	Colorado Springs	CO, USA
Murals (6)	Chicago	IL, USA
Murals	Tucumcari	NM, USA
Murals (2)	Santa Cruz	CA, USA
Highway 180 Murals	Fresno	CA, USA
Downtown Murals	Los Angeles	CA, USA

DRAFT

4. What are two or three places or arts experiences you have visited where the arts left a lasting impression outside of Mountain View? (Open-ended) Cont.

SCULPTURES & PUBLIC INSTALLATIONS

Description	City	State/Country
Crown Fountain	Chicago	IL, USA
Chicago “Bean” (Cloud Gate) (4)	Chicago	IL, USA
Fremont Bridge Troll	Seattle	WA, USA
Rodin Sculpture Garden (4)	Stanford	CA, USA
Papua New Guinea Sculpture Garden (3)	Stanford	CA, USA
Google Burning Man sculptures (2)	Mountain View	CA, USA
Quetzalcoatl Sculpture	San Jose	CA, USA
HYBYCOZO installations (3)	Santa Cruz / Los Altos	CA, USA
Arc of Dreams	Sunnyvale	CA, USA
Deborah Butterfield Driftwood Horse	Mountain View	CA, USA

Description	City	State/Country
Bowling Ball Sculpture	Eindhoven	Netherlands
Gnome Sculptures	Wroclaw	Poland
Vietnam War Memorial	Washington	DC, USA
Windblown Tie Statue	Frankfurt	Germany
Decorated animal sculptures (Cows, etc.) (5)	Various cities	USA
Potato Head Sculptures	Providence	RI, USA
Climbable Sculptures	Vancouver	Canada
Climbable Sculptures	Boulder	CO, USA

DRAFT

4. What are two or three places or arts experiences you have visited where the arts left a lasting impression outside of Mountain View? (Open-ended) Cont.

PERFORMING ARTS / EVENTS / FESTIVALS

Event	City	State/Country
Edinburgh Fringe Festival	Edinburgh	Scotland
Shakespeare in the Park	Various	USA
Grand Rapids Art Prize (3)	Grand Rapids	MI, USA
Palo Alto Code Art Festival (3)	Palo Alto	CA, USA
Street Fairs (Rotary etc.) (2)	Los Altos	CA, USA
Open Studios (Villa Montalvo) (2)	Saratoga	CA, USA
Theatre Shows	Various	—
Movie Night	Various	—
Red Rock Open Mic	—	CO, USA

4. What are two or three places or arts experiences you have visited where the arts left a lasting impression outside of Mountain View? (Open-ended) Cont.

PARKS, GARDENS & OUTDOOR SPACES

Place	City	State/Country
Golden Gate Park (3)	San Francisco	CA, USA
Filoli Gardens (6)	Woodside	CA, USA
High Line	New York City	NY, USA
Salesforce Park	San Francisco	CA, USA
Tunnel Tops Park	San Francisco	CA, USA
Vasona Lake Park	Los Gatos	CA, USA
Felton Redwoods	Felton	CA, USA
Olympic Sculpture Park (2)	Seattle	WA, USA
Presidio (2)	San Francisco	CA, USA
Runnymede Sculpture Farm	Woodside	CA, USA
Redwood City Plaza Projections	Redwood City	CA, USA
Town Hall Sculpture Garden (2)	Sunnyvale	CA, USA

LIGHT INSTALLATIONS & PROJECTIONS

Experience	City	State/Country
Sensorio Light Experience (3)	Paso Robles	CA, USA
Light Shows	Sydney	Australia
Van Gogh Path	Nuenen	Netherlands
Binghamton LUMA Festival	Binghamton	NY, USA
Napa Projections	Napa	CA, USA
Light Tunnel (Airport)	Detroit	MI, USA
Sonic Runway	San Jose	CA, USA
Show Your Stripes (Interactive Lights)	San Jose	CA, USA
Christmas Light Installations	Lisbon	Portugal
Illuminated Fountains	Campeche	Mexico
Immersive Van Gogh Exhibit	Various cities	International

5. Where do you like to take visitors when they visit Mountain View? (Open-ended)

281 out of 306 people answered this question

This is a consolidated summary of where 281 out of 306 survey respondents like to take visitors when they visit Mountain view. This summary is organized by type of place and number of times the place has been mentioned.

DOWNTOWN / CASTRO STREET (MOST MENTIONED)

- Downtown Mountain View
- (general references) (~85)
- Castro Street (explicit mentions) (~60)

(Often overlapping with Downtown but counted when specifically named)

Includes:

- Restaurants / cafes
- Nightlife
- Wine bars & breweries
- Pedestrian areas
- Public seating/games
- Post-COVID street improvements
- Little free libraries / mini galleries
- Caltrain station area
- Walking Old Mountain View

SHORELINE / BAYLANDS / WATERFRONT

- Shoreline Park (general) (~55)
- Shoreline Lake (6)
- Shoreline Trails / Bay Trail / Baylands (18)
- Shoreline Amphitheatre (2)
- Egret rookery / wetlands (2)

Includes:

- Walking & biking trails
- Lakeside Café
- Sailing Club
- Wildlife viewing
- Concerts
- Waterfront access

GOOGLE / TECH DESTINATIONS

- Googleplex / Google Campus (general) (~30)
- Google Visitor Center / Experience (10)
- Google sculptures / public art (5)
- Google Café outdoor area (2)
- North Bayshore (tech area) (4)
- Gradient Canopy sculptures

Includes:

Architecture
Public art
Visitor Experience Center
Tech culture sightseeing

MUSEUMS

- Computer History Museum (CHM) (18)
- Moffett Field Museum / NASA Ames (3)
- Tech Museum

PARKS (NEIGHBORHOOD & OPEN SPACE)

- Cuesta Park (8)
- Rengstorff Park (7)
- Rancho San Antonio Open Space (6)
- Pioneer Park (2)
- Pyramid Park (2)
- Landels Park
- Graham Park
- Magical Bridge Playground (3)
- Foothills (regional hiking) (2)
- Midpeninsula Open Space Preserves

TRAILS (NON-SHORELINE SPECIFIC)

- Stevens Creek Trail (15)
- Bike trails (general references) (6)
- Hiking trails (general references) (5)

SHOPPING / COMMERCIAL AREAS

- San Antonio Shopping Center (4)
- Stanford Shopping Center
- Costco
- Rogers / Ameswell Hotel

CIVIC & COMMUNITY SPACES

- Mountain View Public Library (10)
- Civic Center Plaza (6)
- Community Center (5)
- City Hall Plaza (2)
- Senior Center
- Performing Arts Center
- Whisman Station

EVENTS / SEASONAL ACTIVITIES

- Farmers Market (7)
- Thursday/Friday Summer Concerts (5)
- Halloween on Castro /
- Community Center (3)
- Tree Lighting / Christmas Plaza Events (3)
- Oktoberfest

BAY / WATER / NATURE REFERENCES

- Bay (general) (6)
- Wetlands (2)
- Waterfront (general) (2)

OTHER / UNIQUE MENTIONS

- Berlin Wall piece (Library)
- Golf course
- East West Bookstore
- Red Rock Café
- Magical Bridge music installation
- Innovation
- Public pool
- OMV neighborhood
- “I don’t” (2)

6. Where do people tend to gather to celebrate special events in Mountain View? (Open-ended)

256 out of 306 people answered this question.

Below is a consolidated summary from 256 out of 306 survey respondents of where people tend to gather to celebrate special events in Mountain View.

DOWNTOWN / CASTRO (MOST MENTIONED)

- Downtown (general references) (58)
Includes: “Downtown,” “Downtown MV,” “Downtown Mountain View,” “City center”
- Castro Street (explicit mentions) (37)
These are often overlapping, but counted separately when explicitly named.

CIVIC CENTER / CITY HALL / PLAZA

- Civic Center Plaza (24)
- City Hall / City Hall Plaza / Civic Square (8)
- Performing Arts Plaza / MVCPA (4)

SCHOOLS / INSTITUTIONS

- High Schools (2)
- Graham Middle School
- Adobe Building / Old Adobe House (3)

COMMUNITY & SENIOR CENTERS

- Community Center (9)
- Senior Center (4)
- Rengstorff Community Center

PARKS (ALL PARKS COMBINED)

- Parks (general, unspecified) (30)

Specific Parks:

- Rengstorff Park (20)
- Cuesta Park (18)
- Pioneer Park (7)
- Eagle Park (6)
- Shoreline Park (6)
- Mariposa Park
- Gateway Park
- Sylvan Park
- Mercy-Bush Park (2)
- Bubb Park
- Cooper Park (2)
- Whisman Station Parks (1)
- St. Steven’s / La Fiesta (school/church areas) (2)

SHORELINE / WATERFRONT

- Shoreline Park (6)
- Shoreline Amphitheatre (3)
- Shoreline Lake
- Bayshore Park

RESTAURANTS / CAFÉS

- Restaurants (general) (22)
- Downtown restaurants (already included in Downtown count but referenced separately)

Specific mentions:

- Cascal
- Biergarten
- Outdoor cafés on Castro
- Rogers / Ameswell Hotel
- Limon

PRIVATE HOMES / APARTMENTS

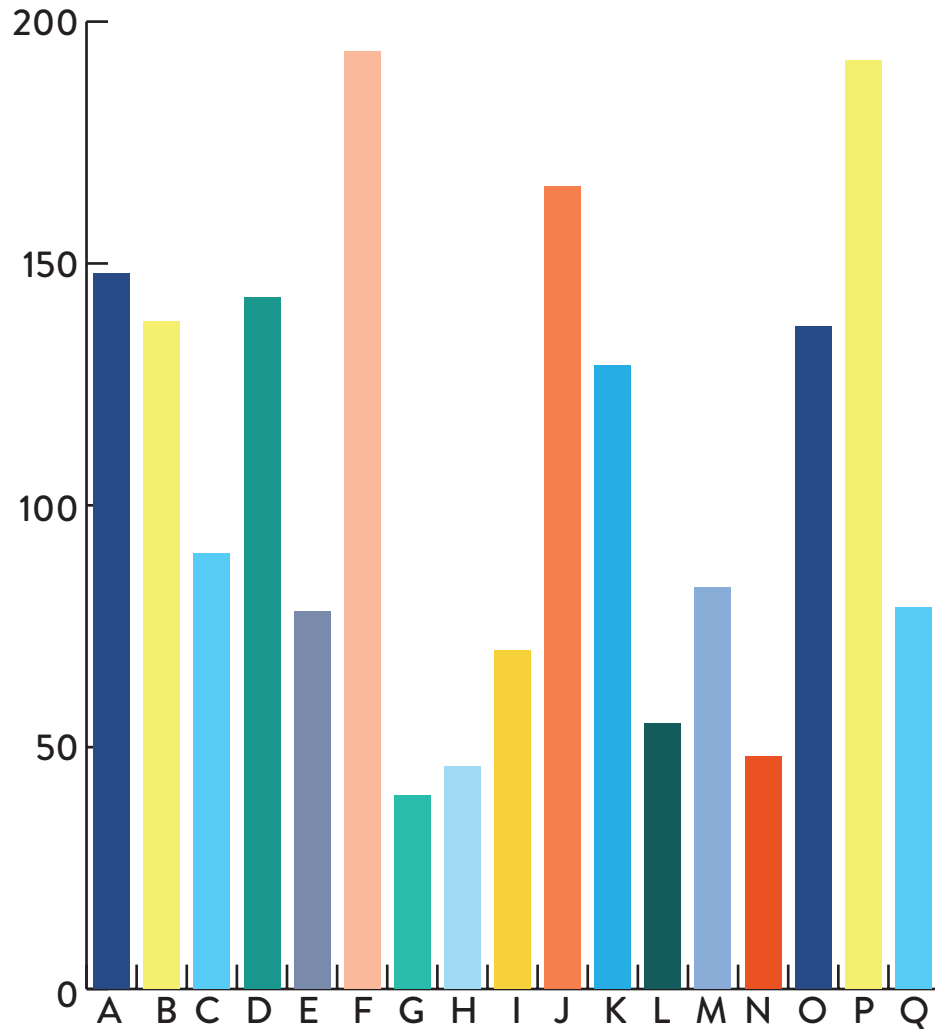
- At Home / Their Homes (18)
- Apartment

OTHER / ONE-OFF MENTIONS

- Olympus
- Village @ San Antonio Center
- Train Station
- Magical Park Bridge
- ET art at Shoreline
- Central Plaza
- Public Arts
- Commercial Centers
- Protests at Castro “Gateway” (1)

7. What do you think is the role of public art in Mountain View (Choose 6)

306 out of 306 people answered this question.



Legend:

Choices, Responses, Percentages

- A. Promote pride in Mountain View – 148 | 48.4%
- B. Welcome people to Mountain View – 138 | 45.1%
- C. Position Mountain View as an arts destination – 90 | 29.4%
- D. Help build and reinforce the identity of the City of Mountain View – 143 | 46.7%
- E. Help build and reinforce the distinct neighborhood identities – 78 | 25.5%
- F. Provide opportunities for people to experience art that enriches their lives – 194 | 63.4%
- G. Support tourism – 40 | 13.1%
- H. Encourage economic development – 46 | 15%
- I. Enhance identity of community institutions and civic building – 70 | 22.9%
- J. Support the growth of local arts community – 166 | 54.3%
- K. Anchor community gathering places – 129 | 42.2%
- L. Explore and provide information about people, milestones, and moments that have shaped Mountain View’s history – 55 | 18%
- M. Draw attention to Mountain View’s natural environment – 83 | 27.1%
- N. Open conversation about issues facing the community – 48 | 15.7%
- O. Create community interaction and strengthen social networks and connections – 137 | 44.8%
- P. Bring a sense of whimsy and delight to everyday spaces – 192 | 62.8%
- Q. Other – 79 | 25.8%

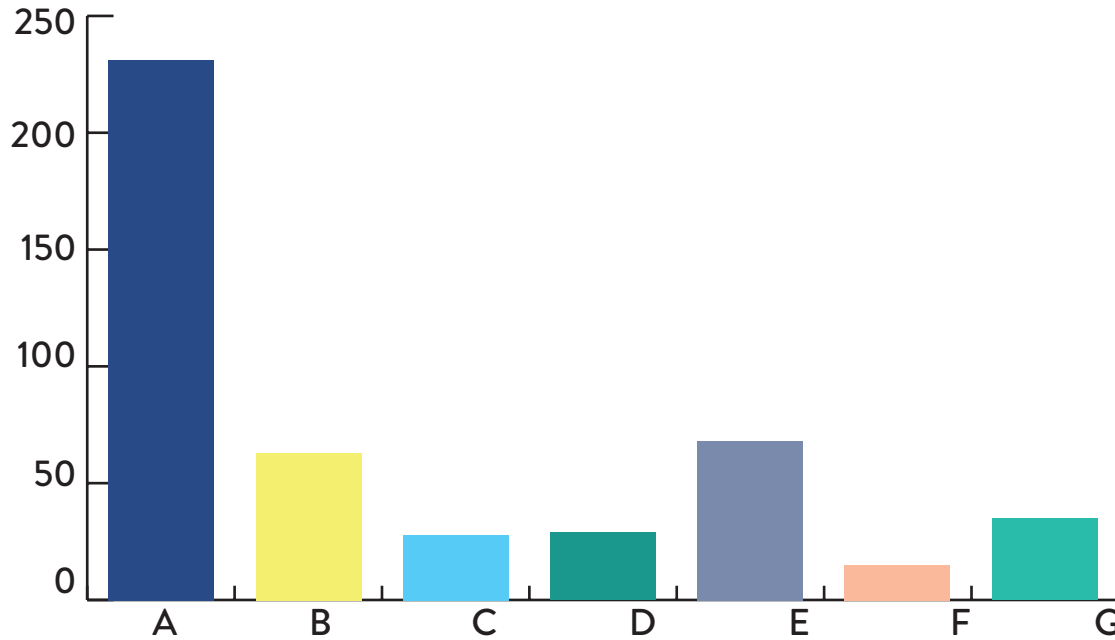
7. What do you think is the role of public art in Mountain View (Choose 6) Cont.

The following is a consolidated list of write-in answers under “Other” and is displayed how it is written by participants.

- More non-residential events
- 3spaces
- Bring visual interest/beauty to function boring places
- I prefer when it doesn't have a purpose other than to be interesting or beautiful
- Functionality improves a space while also providing a unique sense of place
- “J” is very needed in this pricy community
- Because...Art!
- Again, too many answers required. You force me to choose more than I believe.
- Foster joy in our community
- Public art should be visually pleasing. Some art that depicts issues (e.g. Diego Rivera's murals) is really beautiful, but too often murals about history, environment, etc. are quite.
- Support artists in selling their work by allowing sales on Castro St. And Parks like SF does. This brings art and artist at no cost.
- JJJJ!!!!!! Support local artists! Don't sell them to third party promoters!
- Showcase technological innovation through artwork.
- Create beauty

8. Please tell us about yourself (Choose as many as you like)

306 out of 306 people answered this question.



Legend:
Choices, Responses, Percentages

- A. Resident – 231 | 75.5%
- B. Artist – 63 | 20.6%
- C. Visitor – 28 | 9.2%
- D. Business Owner – 29 | 9.5%
- E. Employed in Mountain View – 68 | 22.2%
- F. Student – 15 | 4.9%
- G. Other – 35 | 11.4%

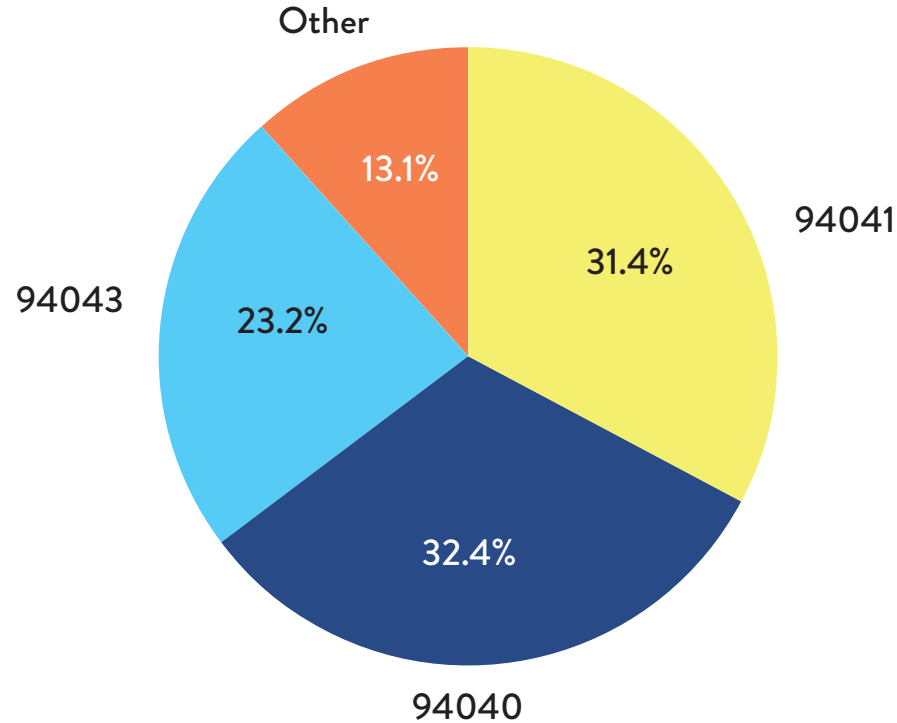
The following is a consolidated list of write-in answers under “Other” and is displayed how it is written by participants.

- I love Mountain View
- Formerly employed in Mountain View with continued connection to the community
- Volunteer
- Property owner and former resident
- Mother
- I have many friends that reside in Mountain View and I visit them every week. I already made two murals in Mountain View
- Resident of 40 years
- Local Volunteer
- Former Resident
- Sunnyvalian
- Nonprofit director

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9. Zip Code

306 out of 306 people answered this question.



Major Zip Codes

- 94040 (99)
32.4%
- 94041 (96)
31.4%
- 94043 (71)
23.2%

Other Zip Codes

- 94086 (3)
- 95126 (2)
- 94085 (2)
- 94022 (2)
- 95070 (2)
- 94063 (2)
- 94024 (2)

Single Occurences (1 each)

- 95131, 93727, 97031, 95130, 94062,
94061, 94305, 95060, 94306, 10019,
95112, 95035, 91344, 95129, 94303,
94503, 94045, 94301, 95014, 93923,
95051, 95110, 94110, 94536, 95066

10. Residents, what neighborhood do you live in?

201 out of 306 people answered this question.

Below is a summary of neighborhoods where 201 out of 306 survey respondents live.

- **Old Mountain View / Old Town / OMV — 36**
(Includes: Old MV, OMV, Old Mt View, Historic MTV, Old Town MV, Old downtown)
- **Cuesta Park Neighborhood — 10**
(Includes: Cuesta park, Cuesta park neighborhood)
- **Shoreline West / Shoreline Area — 10**
- **Downtown Mountain View — 10**
(Includes: Downtown, Near Downtown, Downtown Castro, Downtown near train station)
- **Monta Loma / Montaloma — 9**
- **Waverly Park — 6**
- **Whisman / Whisman Station — 6**
- **Rex Manor — 4**
- **North Whisman — 4**
- **Willowgate / Willow Park Area — 4**
- **San Antonio Area — 3**
- **Varsity Park — 3**
- **Gemello — 2**
- **Cooper Park Area — 2**
- **St. Francis Acres — 2**
- **SWAN (Shoreline West Area Neighborhood) — 2**
- **Jackson Park — 3**

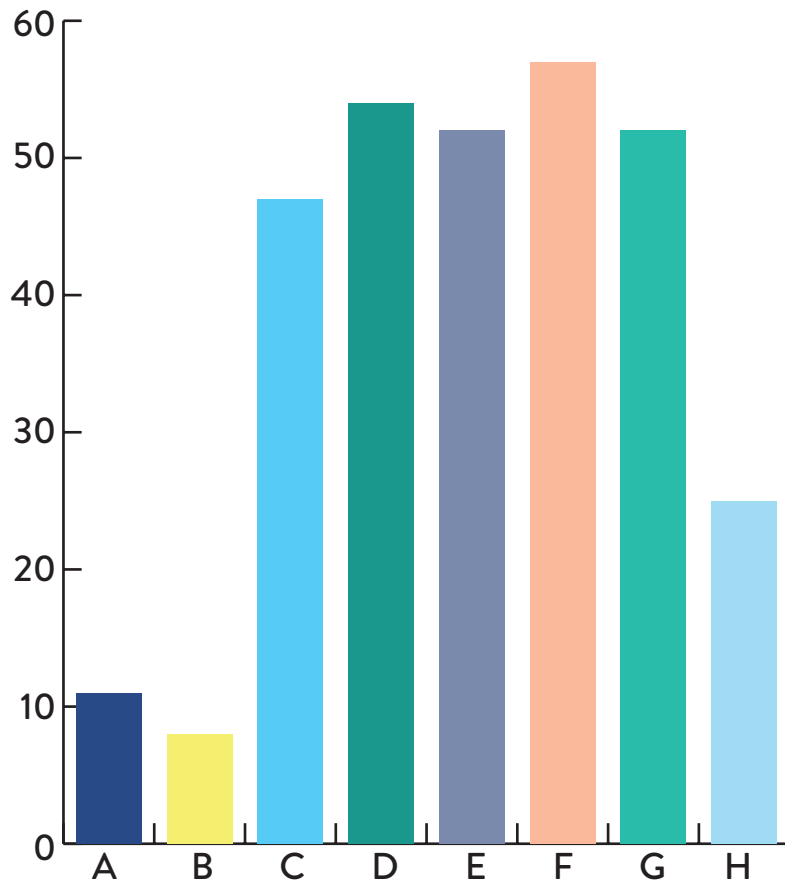
NEIGHBORHOODS MENTIONED ONCE

- Cuernavaca
- Del Medio
- Shenandoah
- Sylvan Park
- Grant / Grant–Carmelta area
- Wagon Wheel
- Cypress Point
- Springer / Springer Meadows
- Villa
- Stierlin Estates
- Park Place
- Latham Square
- Central Neighborhood
- Mountain View High School area
- North Bayshore
- Sierra Vista Park
- Tillery Apartments
- Ortega & California area

11. Age Range

306 out of 306 people answered this question.

Below is a summary of age ranges from 306 survey respondents in which they identified with.



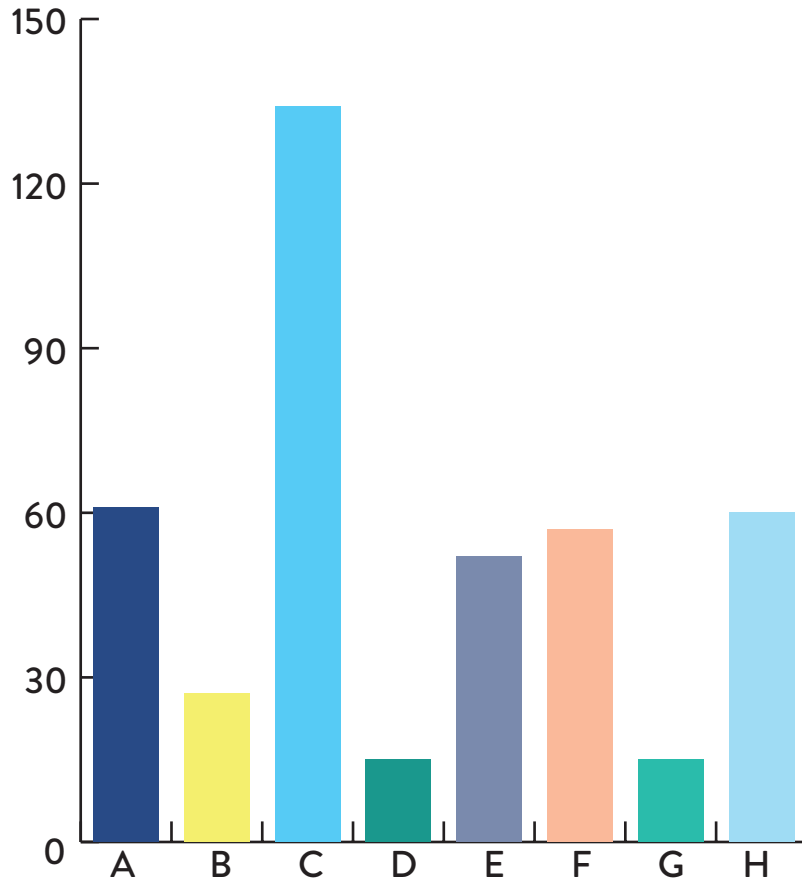
Legend:
Choices, Responses, Percentages

- A. Under 18: 11 | 3.6%
- B. 18 – 24: 8 | 2.6%
- C. 25 – 34: 47 | 15.4%
- D. 35 – 44: 54 | 17.7%
- E. 45 – 54: 52 | 17%
- F. 55 – 64: 57 | 18.6%
- G. 65+ – 52 | 17%
- H. Decline to State – 25 | 8.2%

12. Race and Ethnic Diversity

306 out of 306 people answered this question.

Below is a summary of age ranges from 306 survey respondents in which they identified with.



Legend:

Choices, Responses, Percentages

A. Asian — 61 | 19.9%

B. Hispanic or Latino — 27 | 8.8%

C. White — 134 | 43.8%

D. Other Race — 15 | 4.9%

E. 45 — 54: 52 | 17%

F. 55 — 64: 57 | 18.6%

G. Other Race / Two or More Races — 15 | 4.9%

H. Decline to State — 60 | 19.6%

APPENDIX F.2

Community Engagement Vision Boards

During the City of Mountain View Public Art Strategy community engagement, two vision board activities with English, Spanish, and Mandarin prompts were facilitated across four community events.

Community members were asked the following prompts:

- *What types of arts and cultural experiences would you like to see invested in the City of Mountain View? Place a sticker!*
- *What types of themes would you like to see incorporated into the arts and culture of Mountain View? Place a sticker!*

Each of the vision boards included real examples of national and international public art for participants to learn about and be inspired by. Participants were invited to place 6 votes across two boards of the themes and types of public art they wish to see invested in Mountain View. This activity also collected the age ranges from participants through color-coded stickers.

A total of 2,806 votes were collected.

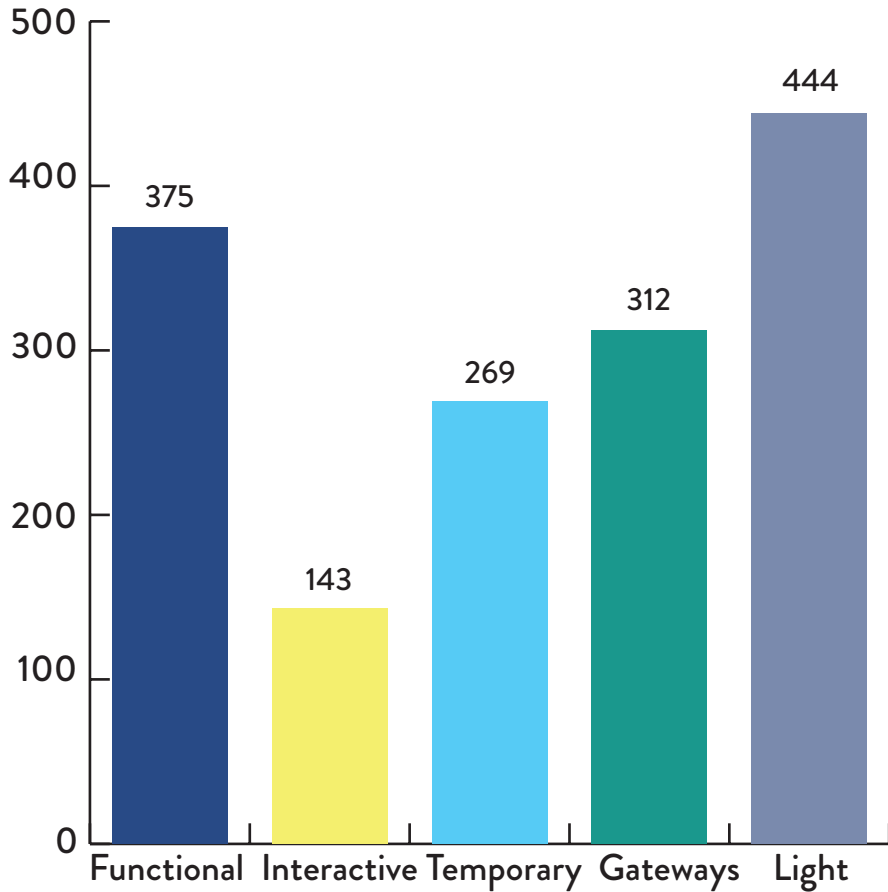


CATEGORIES	
Types of Art	Themes
Functional	Cultural
Interactive	History
Temporary	Natural Environment
Gateways	Family-Oriented
Light	Innovation & Technology

Below are the summaries of the two vision board activities presented as graphs.

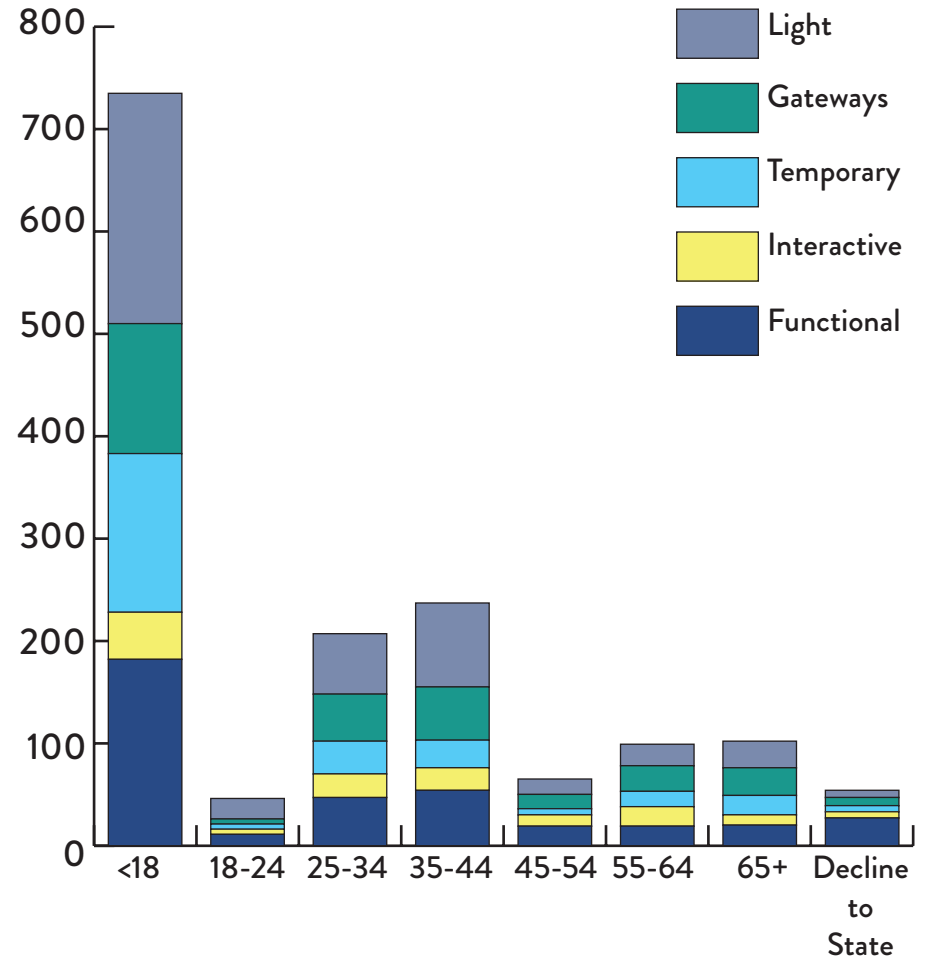
TYPES OF ART (TOTAL)

The graph below summarizes the total number of votes each type of art received.



TYPES OF ART (AGE RANGE)

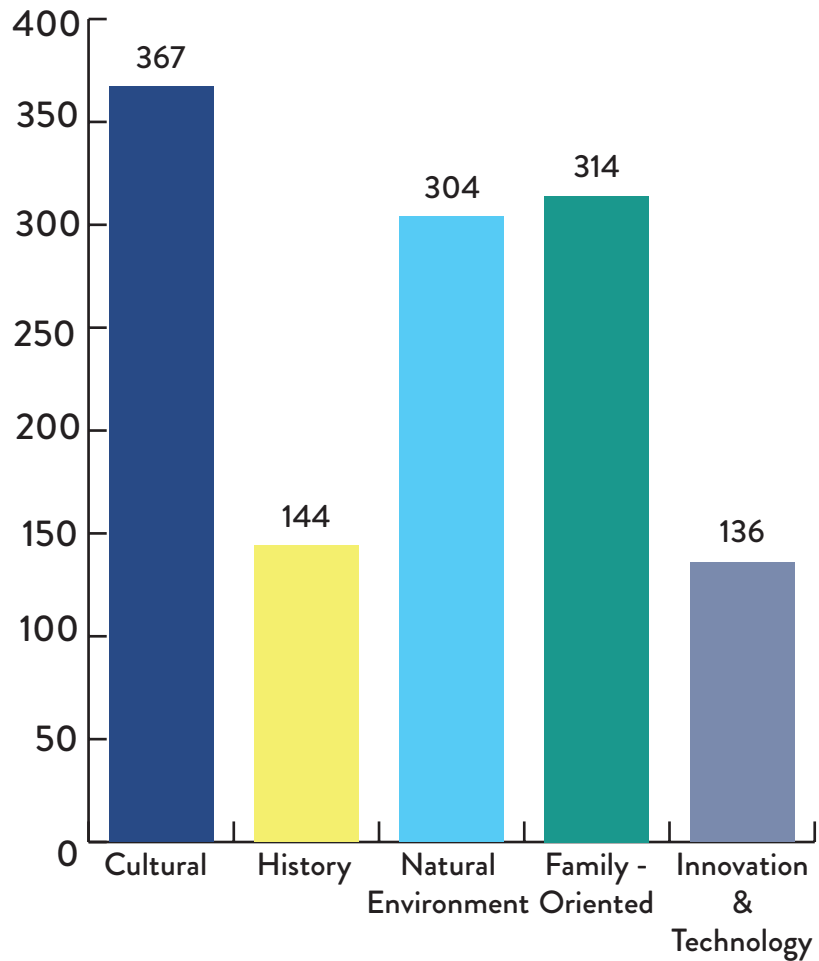
The graph below summarizes the number of votes received across different age ranges for different types of art.



Below are the summaries of the two vision board activities presented as graphs.

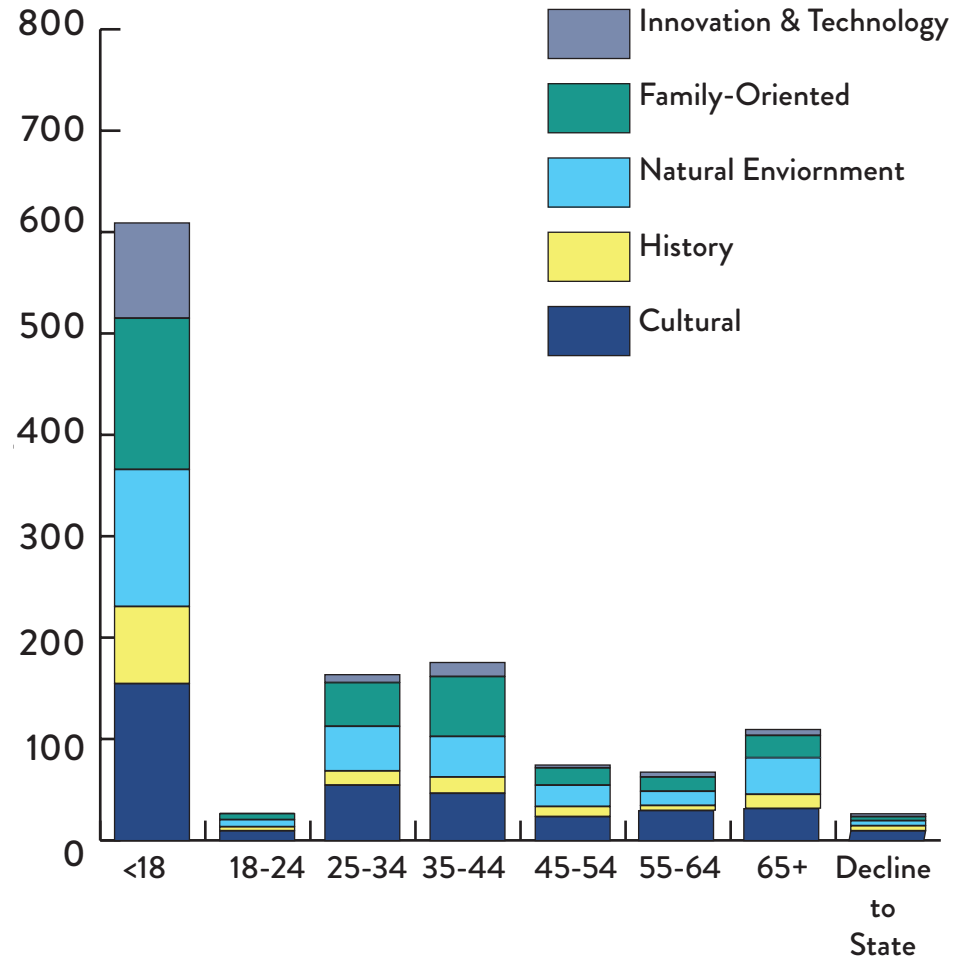
THEMES (AGE RANGE)

The graph below summarizes the number of votes received across different age ranges for each of themes.



THEMES (TOTAL)

The graph below summarizes the total number of votes each theme received.



APPENDIX F.3

Community Mapping Activity

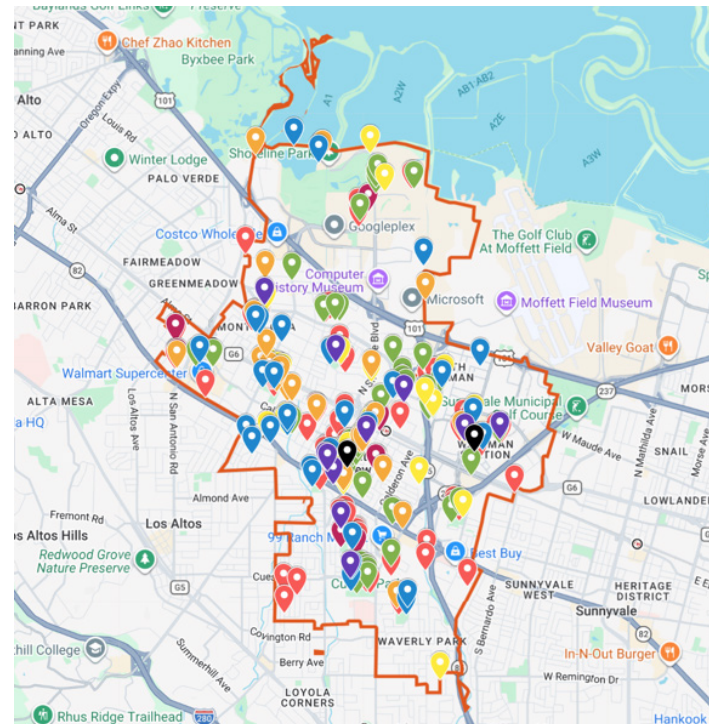
During the City of Mountain View Public Art Strategy community engagement phase, a mapping activity was facilitated across four community events. Community members who live, work, play, visit, go to school, or invest in Mountain View were invited to place a pin on a map of the city to share specific locations and opportunities for public art investment. The mapping activity also collected the age ranges from participants through color-coded pins. The culmination of the mapping activity became a visual infographic.

A total of 266 votes were collected through this activity and have been translated into an interactive map for public view.

Please scan the QR code with your smart tablet or phone to view the interactive map online.



Color	Age Range
<18	Pink
18-24	Red
25-34	Green
35-44	Yellow
45-54	Orange
55-64	Blue
65+	Purple
Decline to State	Light Blue



APPENDIX F.4

Inflatable Community Art Monument Feedback

The following summary below is feedback and drawings provided by participants during that artist-led community engagement facilitated by art team Tara de la Garza and Amy Brown at three in-person events in Mountain View. Participants were invited to repurpose single-use plastic and write their feedback and/or drawing to the prompt:

“The type of art I want to see is _____”

The total number of participants numbered between 350-400 people. This number is based on the number of single-use plastic sheets that were contributed to the making of the Inflatable Community Art Monument.



- Big slide
- Abstract sculptures
- All types of art
- Amharic
- Anime
- Art and craft
- Art for kids to have fun with
- Art in nature
- Art in schools
- Art related to math
- Art that makes you think — maybe a little scary
- Art that tells a story
- Art you can play with
- Artistic
- Ballet
- Be kind
- Beach painting
- Beautiful
- Big art
- Big Big
- Birds
- Black and white photography exhibitions
- Black and white photography
- Bounce house
- Bronze sculpture
- Ceramic arts
- Climbable
- Climbing
- Clowns
- Collaborative art
- Colorful
- Computer-based
- Concerts
- Creative
- Culture and unity
- Dance
- Dinosaur
- Dog-related art
- Drawing — when drawings come to life
- Drawing!
- Educational art
- Electric art
- Engaging
- Environmental
- Equality
- Ethiopian
- Everyone included
- Except unscalable
- Family and pets
- Floral

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- Flowers and colorful lights
- Flowers
- Fountain
- Full of hope
- Fun and impactful
- Fun
- Galleries
- Garden
- Glass blowing
- Graffiti
- Happy art
- Historical murals
- History of Mountain View, especially stories from historically underrepresented backgrounds
- Home for homeless people
- Hubble
- Human creativity and performance
- Ice
- Impressionism
- Improv
- Including community
- Indigenous art from local tribes
- Inflatables
- Inspired by the shoreline
- Interactive — art you can change
- Interactive art
- Interactive for kids
- Interactive public art
- Interactive
- Kid-friendly
- Kids-interactive
- Kids' art classes
- Kinetic art
- Land art
- Languages I don't understand
- Large scale
- Light show
- Light-up games
- Like driving through town with the windows down, holding pinwheels and watching them spin
- Make the earth a better place
- Meaningful art
- Meaningful
- Mixed media
- Modern art
- Monsters
- More paintings and murals — please
- Moving art
- Murals
- Murals and interactive art
- Murals of animals, flowers, and happy people
- Murals, please
- Murals
- Music
- Musical festival
- Musical
- Musicals
- Native American art
- Nature murals on walls
- Not fragile
- Ooh la la
- Paint
- Painting
- Pixelated
- Poets in the park
- Pop art
- Pumpkins — bad. Any type
- Rainbow
- Random pop-up art
- Recycled art
- Recycled bottles
- Recycled materials
- Recycling as a pathway to art
- Recycling
- Rocket ship mural
- Sculptures and murals displaying kindness and hope
- Silly
- Small scale
- Small
- Still life
- Street art
- Street music (not too loud)
- Sunrises
- Sunsets
- Sustainable art
- Temporary art
- The Natural world
- Theatre in the park
- Things that light up
- Touchable
- Train. Paint.
- Undersea meadows
- Utility art
- Vibrant
- VTA mural
- Watercolors
- Weaving
- Weird
- Women leaders

ACTION	ACTION ITEM / GUIDING STRATEGIES	Timeline (Short, Mid, or Long-term)	POTENTIAL PARTNERS	COST \$ (< \$10,000) \$\$ (\$10,000 – \$50,000) \$\$\$ (> \$50,000)	
1A. Honor and reflect the city’s diverse perspectives, mediums, and stories through the commission of permanent and temporary public art, exhibitions, and events.					
ACTION OPPORTUNITIES	1A.1	Establish artist eligibility criteria to diversify the City’s public art collection by expanding opportunities for artists who have not previously received a City public art commission and limiting repeat commissions for artists currently engaged in, or recently completing, a City project as the lead or primary commissioned artist.	Short		\$
	1A.2	Establish a framework for the review and selection of public art and exhibitions that evaluates how each proposed artwork expands the collections or exhibition’s range of artistic mediums, narratives, and community representation.	Mid		\$\$
	1A.3	Develop a "Temporary Functional Art Pilot Program" toolkit and opportunity site list that designates pre-approved locations and technical specifications for temporary artist-designed bike racks, utility boxes, and benches.	Mid	Public Works and Community Services Departments	\$\$
GUIDING STRATEGIES	1A.A	Amplify the diverse perspectives and stories of the community through permanent and temporary art commissions that activate high-visibility sites, such as larger artwork (e.g., gateways) or smaller-scale functional art (e.g., trash receptacles, crosswalks, utility boxes, and wayfinding).	Mid to Long	Community organizations and neighborhood associations, Public Works Department, Community Services Department (Parks)	\$ - \$\$\$
	1A.B	Invite community members and local cultural and historical organizations to participate in the art selection process, from conceptual brainstorming to artist selection, to ensure that artwork reflects the authentic experiences and historical roots of Mountain View residents.	Short	Community organizations and neighborhood associations, Chamber and Downtown Business Association (DBA), Mountain View Historical Association	\$
	1A.C	Connect artists with community groups and cultural organizations to develop art that tells the stories of the Mountain View community and its diverse cultures.	Mid	Neighborhood associations, DBA, SVCcreates,	\$ - \$\$\$

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	1A.D	Work with Mountain View Center for Performing Arts to commission artist-designed banners to enhance Downtown Mountain View.	Long	Community Services Department and MVCPA	\$\$ - \$\$\$
	1A.F	Leverage the Facade Improvement Grant program to encourage and incentivize murals in commercial areas.	Short	Chamber	\$\$
1B: Utilize public art to enhance the user experience within the natural environment, Downtown Mountain View, and other key destination hubs.					
ACTION OPPORTUNITIES	1B.1	Re-establish the “Sidewalk Studio” pilot program for the temporary artistic transformations of City-owned utility boxes.	Mid	Public Works Department	\$\$
	1B.2	Develop a framework for volunteer-led or community-supported public art projects on City-owned or privately-owned sites, including clear guidelines for project approval, artist participation, maintenance responsibilities, and long-term stewardship.	Mid	Public Works Department, Community Services Department	\$\$ - \$\$\$
	1B.3	Compile a list of public art site opportunities that maps and prioritizes exact target sites for unexpected placemaking (alleys, mid-block throughways, mini-parks), other permanent or temporary public art installations (such as parks with no art), and addresses geographic disparities.	Mid	Public Works Department and Community Services Department	\$\$
	1B.4	Commission local artist-led projects that promote the preservation and stewardship of open spaces and parks in Mountain View.	Mid	Public Works Department, Community Services Department, Sustainability Division	\$ - \$\$\$
GUIDING STRATEGIES	1B.A	Integrate functional art and creative elements into public infrastructure (e.g., artistic wayfinding, bespoke bike racks, benches, bus shelters, and shade structures).	Mid	Public Works Department and Community Services Department, Santa Clara County VTA	\$\$
	1B.B	Incorporate interpretive environmental art and eco-friendly art that enhances peoples’ experiences with the natural environment at parks and trails.	Long	Public Works Department, Community Services Department, Sustainability Division	\$\$ - \$\$\$

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GUIDING STRATEGIES	1B.C	Integrate sustainability standards in the public art commissioning process by emphasizing environmentally friendly fabrication and supporting projects that address climate change, environmental stewardship, and community-identified ecological concerns.	Long	Public Works Department, Community Services Department, Sustainability Division	\$\$ - \$\$\$
	1B.D	Support public art projects that celebrate both the City’s global "Silicon Valley" identity and its significant natural and ecological heritage.	Long	Public Works Department, Community Services Department, Sustainability Division	
1C: Empower local and regional artists by providing professional opportunities, creative spaces, and technical resources.					
ACTION OPPORTUNITIES	1C.1	Develop clear and accessible public art application guidelines and artist resources, including step-by-step instructions, a toolkit on City processes (such as permitting, insurance, and budgeting), and online informational materials such as how-to videos to support artist participation.	Mid	Public Works Department, Building and Planning Divisions, Risk Management	\$\$
	1C.2	Evaluate opportunities for expanding the rotating art exhibition program beyond the lobby of the Mountain View Center for the Performing Arts into other municipal facilities, such as the City Hall Rotunda.	Long	City Clerks Office, Community Services Department	\$ - \$\$
	1C.3	Assess opportunities to develop a centralized hub for artist production, workshops, and open studio events at City-owned sites or through public/private partnership opportunities.	Long	Real Property Division, Private Commercial Property Owners	\$\$\$ +
	1C.4	Launch a "Public Art 101" professional development series and mentorship pilot program in partnership with local arts and culture organizations, such as CSMA and SVCcreates, to train local emerging artists on navigating municipal processes.	Long	CSMA, SVCcreates	\$ - \$\$
STRATEGIES	1C.A	Create mentorship opportunities for emerging artists to collaborate with professional artists to develop knowledge and skills in the field of public art.	Long	Local arts organizations like CSMA, Open Studio Silicon Valley, SVCcreates, Local Color San Jose, local Schools	\$
	1C.B	Recruit arts-and-culture-focused enterprises, entrepreneurs, and experiential retailers to fill commercial spaces in Mountain View.	Long	Brokers, Entrepreneurs, Property Owners	\$ - \$\$

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GUIDING STRATEGIES	1C.C	Engage property owners to facilitate temporary storefront activations such as temporary window installations or pop-up art installations (Related to EVS 1C.8).	Long	Private commercial property owners, Brokers	\$ - \$\$\$
	1C.D	Collaborate with major employers to convert underutilized corporate spaces into public-facing maker spaces, co-working hubs, or digital laboratories (Related to EVS 4B.4).	Long	Major employers, Private commercial property owners, Brokers	\$\$\$ +
	1C.E	Consider opportunities for artist participation at City-run events and festivals.	Mid	Community Services Department, Multicultural Engagement Program	\$ - \$\$
1D: Cultivate public awareness and arts appreciation through strategic storytelling and accessible educational programming.					
ACTION OPPORTUNITIES	1D.1	Launch a distinct Public Art Program brand, aligned with City standards, to boost program recognition and civic pride.	Long	Communications Division	\$\$ - \$\$\$
	1D.2	Update the digital public art map to include interactive tours and downloadable, walking maps.	Long	IT Department	\$\$
	1D.3	Develop materials to support self-guided public art walking or biking tours to increase collection visibility and promote safe activity transportation corridors.	Mid		\$
	1D.4	Develop a framework for volunteer-led or partner-facilitated tours of Mountain View’s public art collection, exploring opportunities for Visual Arts Committee members or community organizations to lead excursions and increase program frequency as capacity grows.	Long	Neighborhood Associations, Local community organizations such as Mountain View Historical Association, Visual Arts Committee	\$\$
	1D.5	Develop or commission promotional materials, such as stickers, prints, postcards, or coloring books.	Short		\$ - \$\$
	1D.A	Provide informational material and arts activities at select City events to boost public awareness of and engagement with public art.	Mid	Community Services Department, Multicultural Engagement Program	\$

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GUIDING STRATEGIES	1D.B	Cultivate partnerships with local arts, historical, and community organizations to distribute program updates and educational resources that highlight the City’s public art collection.	Short	Local and regional arts organizations like CSMA, Open Studio Silicon Valley, SVCcreates, Local Color San Jose; Mountain View Historical Association; Neighborhood Associations	\$
	1D.C	Regularly promote and update the artist registry email subscription list to diversify and expand the City’s pool of creative talent and share news and opportunities for participation in public art projects.	Short	Local and regional arts organizations	\$
	1D.D	Celebrate new public art installations with ribbon cuttings, "Meet the Artist" and artist reception events, and digital storytelling.	Short	Community Services Department, Communications Division	\$
	1D.E	Host public artist receptions, artist-led gallery talks or tours to support the Mountain View Center for the Performing Arts Lobby Exhibition program and other expanded exhibition programming.	Short	MVCPA	\$\$
	1D.F	Leverage City communication channels and regional media partners to highlight current exhibitions and collection highlights.	Short	Communications Division	\$
	1D.G	Celebrate the city’s public art on social media platforms and on the City’s website.	Short	Communications Division	\$
	1D.H	Identify opportunities to quantify and communicate the economic impacts of public art and the creative sector on Mountain View’s local economy to help inform future funding, investment, and policy decisions.	Long		\$\$\$
	1D.I	Encourage the City’s network of artists and makers to engage with local youth-centered organizations, such as the Teen Center and Youth Advisory Committee, to facilitate partnerships that support educational opportunities, and connect youth to creative professions.	Long	Community Services Department, local Schools (k - College)	\$\$
	2A: Strengthen the program’s operational foundation through dedicated staffing and modernized governance for the Visual Arts Committee.				

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ACTION OPPORTUNITIES	2A.1	Designate a Public Art Administrator position to oversee the ongoing development and implementation of the Public Art Program, including the development of an annual work plan, policies, and procedures.	Short		\$\$\$
	2A.2	Define clear artist selection and approval criteria and processes differentiated by project type, based on complexity and budget.	Mid	Public Works Department	\$
	2A.3	Use a pilot program to evaluate a diversified artist selection process that includes an artist selection panel comprised of, but not limited to, a member of the Visual Arts Committee, community stakeholders, and arts professionals. The full Visual Arts Committee will oversee the process by advising on panel appointments and formally reviewing and approving the panel’s final artist recommendation. Consider making the selection process permanent for major public art projects based on the pilot program findings.	Short	Public Works Department, MVPD and MVFD, Advisory Bodies, Arts Professionals, Community members	\$
	2A.4	Publish all adopted public art policies and procedures in a centralized location on the City’s website to improve access by artists and the public.	Mid		\$
	2A.A	Engage other City Advisory Bodies in the selection of relevant public art projects and programs (e.g., invite Downtown Committee to advise on the selection of art in Downtown and Performing Arts Committee to advise on selection of MVCPA Lobby Gallery exhibitions).	Short	City of Mountain View Advisory Bodies and staff liaisons	\$
2B: Diversify investment in public art through innovative funding models and strategic partnerships.					
ACTION	2B.1	Create a Public Art Fund to consolidate funding from qualifying Council Policy K-5 projects, private contributions, and other funding sources for the purpose of commissioning projects on a range of suitable sites beyond sites with capital projects or private development, and to support the maintenance of the City’s public art collection (see 2C.2 for related action).	Short	Public Works and Finance and Administrative Services Departments	\$
	2B.C	Pursue local, state, and federal grant opportunities to support the arts.	Short to Long	California Arts Council, National Endowment for the Arts, Santa Clara County VTA	\$ - \$\$\$

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GUIDING STRATEGIES	2B.D	Seek funding from and build partnerships with regional agencies, such as Santa Clara Valley Transportation Authority, Santa Clara County, Valley Water, SV Creates, and other agencies.	Mid	Santa Clara Valley Transportation Authority, Santa Clara County, Valley Water, SV Creates, and other agencies.	\$ - \$\$\$
	2B.A	Review existing community benefit requirements for private development projects for opportunities to include on-site public art as a community benefit.	Long	Planning Division	\$\$ - \$\$\$
	2B.B	Explore the expansion of public art opportunities in private development through local policies such as a Percent for Arts policy for on-site art, in-lieu deposits into a Public Art Fund, or as a community benefit.	Long	Private Developers, Property Owners	\$\$ - \$\$\$
	2B.E	Establish strategic public/private partnerships to fund public art and creative placemaking tools that enhance commercial business districts and activate public trails and walkways bordered by corporate headquarters.	Long	Commercial Property Owners, Community Services Department	\$\$ - \$\$\$
2C: Update and implement public art policies and procedures to reflect national best practices and ensure administrative transparency.					
ACTION OPPORTUNITIES	2C.1	Create an Annual Work Plan to track ongoing and future public art projects, including the funding source, selected artist(s), project partners, key milestones, art and artist eligibility requirements, and status.	Short		\$
	2C.2	Conduct a comprehensive review and update of the City Council Policy K-5: (Public Art and CIP Projects) to transition from project-specific art requirements to employing the dedicated Public Art Fund to support citywide commissions, temporary activations, and long-term collection maintenance.	Short	Public Works Department, Finance and Administrative Services Department, Community Services Department	\$
	2C.3	Adopt a “Public Art Collection Management Policy” for the oversight of the public art program, including removal or deaccessioning of artworks, accepting gifts, and maintenance of public art.	Mid to Long	Public Works and Community Services Departments	\$\$
	2C.4	Remove the public art-related provisions from the Council Policy K-6 (Accepting Gifts to the City) that overlap with the new Public Art Collections Management Policy on accepting gifts and memorials of artwork.	Mid to Long		\$\$

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ACTION OPPORTUNITIES	2C.5	Create a standardized Public Art Maintenance Plan template for all commissioned works to document fabrication techniques, material specifications, and long-term conservation needs.	Mid	Public Works and Community Services Departments	\$
	2C.6	Develop a temporary artwork policy that includes criteria and guidelines for the consideration and installation of temporary artworks on publicly-owned and privately-owned spaces.	Mid to Long	Public Works and Community Services Departments	\$ - \$\$\$
	2C.7	Develop and maintain a records management system to preserve project documentation for all artwork in the City’s public art collection.	Mid	IT Department	\$
	2C.8	Audit existing digital records of the public art collection and select a project management platform for the long-term cataloging and mapping of the artwork.	Long	IT Department	\$\$ - \$\$\$
	2C.8	Require a professional conservator review for complex or high-risk art installations to validate structural integrity and material stability and to prepare a long-term care plan prior to final project acceptance.	Long	Public Works and Community Services Departments	\$\$ - \$\$\$
	2C.9	Implement a two-stage design review with formal “preliminary design” and “final design” review checkpoints for all commissioned projects to ensure community responsiveness, safety, and durability before final approval.	Mid	Public Works Department	\$\$
	2C.10	Establish compensation standards for concept designs for projects that require a Request for Proposals to expand artist participation by ensuring that artists are fairly compensated.	Mid		\$ - \$\$
	2C.11	Standardize evaluation criteria for artist selection, including for artist eligibility/qualifications and design concept review.	Mid	Public Works Department	\$
	2C.12	Reduce regulatory barriers for creative placemaking by amending the City’s Zoning Ordinance to define “murals,” distinguish them from commercial signage, and exempt non-commercial murals from the Development Review Permit process.	Short	Planning Division	\$

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GUIDING STRATEGIES	2C.A	Regularly review the City’s insurance requirements for public art commissions to ensure they align with industry best practices and to minimize administrative barriers for participating artists, including the use of liability waivers for low-risk, small-scale projects (e.g., utility box or bollard painting).	Long	Risk Management Division	\$ - \$\$\$
	2C.B	Facilitate collaboration between artists and capital improvement project managers and contractors to ensure seamless integration of art and architecture.	Mid	Public Works Department	\$\$