



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: Michael Ogilvie

SUBJECT: SEE BELOW

DATE: March 27, 2024

Approved

Date:

SUBJECT: PUBLIC ART WORK PLAN FOR 2025-2029

RECOMMENDATION

Review and take action that the Arts Commission approve and recommend to City Council the Five-Year Public Art Work Plan as part of the FY 2025-2029 Capital Improvement Program (CIP) budget.

BACKGROUND

In January 2006, the Office of Cultural Affairs (OCA) embarked on the development of a new Public Art Master Plan. The Public Art Master Plan, *Public Art NEXT!*, was approved by City Council in March 2007. Since that time, OCA staff has worked closely with the City's Budget Office to ensure that appropriations for public art are included in the annual CIP budget process, and that upcoming public art projects are represented in the Public Art Program Appendix to the CIP budget. With City Council's adoption of *Cultural Connection, San José's Cultural Plan for 2011 – 2020*, additional emphasis was placed on the value of public art through the plan recommendation "Integrate High Impact Urban Design and public art throughout the Community."

ANALYSIS

Public Art NEXT! established a vision that is rooted in the desire to locate art where it has the most impact on the image and the life of San José; commission projects that reflect San José's innovative spirit and integrate art into the City's urban design and growth strategies. The Master Plan included recommendations that anticipated changes in San José's development patterns and its means for funding infrastructure. The Master Plan prioritized project types and proposed more extensive pooling of public art funds to enable the creation of significant, iconic artworks. The Master Plan provided clarification of the existing Percent for Art Ordinance and revision of eligibility requirements. While the percentage calculated from new City CIP was reduced from 2% to 1%, a broader base of CIP infrastructure projects had to include public art budgets. It also created a more inclusive public process that ensures the presence of all stakeholders in conversations about the

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development of public art projects. The Public Art Work Plan considers all these goals in establishing a roster of projects.

The public art program continues to refine its vision for future impact of the program in a financial environment in which the number of City capital improvement projects that contribute to the public art program is a small fraction of its heyday during the “Decade of Investment” (2002-2012) or Measure T projects (2018-2025). Many City departments are directing their available capital dollars to infrastructure repair and replacement, a type of expenditure that is excluded from the current percent-for-art ordinance. As San José strives to become a center for employment and livability, private development continues to increase — particularly in the downtown and North San José — and there is increasing interest in arts and culture as an integrated part of San José’s vitality.

Funding Considerations

In June 2010, City Council deferred the public art allocation for airport projects until passenger levels reach 12.2 million. In November 2017, passenger levels reached 12.2 million and percent funding resumed in fiscal year 2019 amounting to \$1.5 million dollars, with an additional \$600,000 for fiscal year 2020/2021. The approval of the General Obligation Bond, or Measure T, by voters in November 2018, has and will continue to generate CIP revenue for public art over the course of the next two years, however a significant portion of that funding has already been allocated and or spent, so Measure T percent for art projects will subside over the next few years and cease being a funding source. Other funding opportunities that have proven successful, and staff will continue to pursue are grants, internal and external partnerships, and private development. Currently these avenues of funding make up approximately \$2.9 million dollars of the budget reflected in the San José Public Art Workplan of Attachment A and make up more than 50% of the overall forecasted budget.

In June 2023, per the Mayor’s Budget Message staff was directed to explore different funding mechanisms that can be used to add more funds to the arts community, as outlined in the [Manager’s Budget Addendum #58](#). Though public art was not a central focus of this study one of the recommendations that came out of the research was to increase the percent for art on CIP from 1% to 2%. With the [Mayor’s Budget message for Fiscal Year 2024-2025](#) being released on March 13, 2024, there was no direction to pursue this increase for public art. Though an increase from 1% to 2% is not supported, funding for public art could increase if CIP maintenance projects ceased being an exemption from the ordinance. The CIP forecast for the next five years will primarily be maintenance projects, which per the percent for art ordinance, do not generate a 1% for public art. As such, if the public art program did not do consulting work, it would not be capable of surviving downturns such as is forecasted from volatile fluctuations in CIP revenues.

COVID-19 has represented a significant financial and social challenge for the City. The pandemic drastically reduced visitor spending as well as the associated Transient Occupancy Tax (TOT) funds, and that has yet to return to pre-pandemic levels. The City’s budget for public art has been significantly impacted as well. Public art maintenance and conservation is primarily funded through TOT funds as CIP percent for art dollars cannot be used for maintenance per the ordinance.

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With the decrease in TOT revenue from the lack of visitors due to COVID-19, the maintenance budget was cut in half in May of 2021, going from \$100,000 to \$50,000. It remained at the \$50,000 level in 2022 and was increased to \$80,000 in May of 2023. With nearly a half million dollars in conservation/maintenance backlog needs, this on-going shortfall will continue to grow until the TOT rebounds, and ultimately will have residual long-term effects on the condition of the collection.

The public art program continues to seek non-City projects that impact San José and the greater County of Santa Clara. Recently the public art program completed the development of guidelines for the percent for art funding approved by the County of Santa Clara Board of Supervisors and was awarded an \$800,000 contract in June of 2023 to manage the County of Santa Clara public art projects through June of 2028. The City public art program is also managing the Eastridge to BART Regional Connector Light Rail project for Santa Clara Valley Transportation Authority (VTA). The City is currently in discussions regarding managing public art for number of other non-profit entities. The long-term vision for all these partnerships is that they will capitalize on City expertise to expand public art in the community, employ artists, and enrich San José life and culture.

The Public Art 2025-2029 Work Plan integrates City and OCA-specific initiatives in accordance with available funding. This includes on-going development of Measure T projects, BeautifySJ initiatives, and designated Capital Improvement Projects that attribute to the percent for art funding via the ordinance. The public art program will continue to work with artists, the community and City staff to create art that educates and engages the public as to the importance of graffiti, litter, and pollution abatement and increases clean neighborhoods and downtown vibrancy. In addition, the *FOGwaste, Litter-ature, One Day/One Action, Right the Blight, Alviso Storm Pump Station, River Oaks Pump Station, Municipal Water Building* and other environmental projects, help create a positive impact on our environment, and ultimately reduce long term costs for blight management.

The attached Public Art Work Plan outlines ongoing and planned City-funded projects that will begin and/or continue in the coming fiscal year and continue into this five-year Work Plan. The Work Plan also includes partnership and consulting projects as mentioned. The City funded CIP projects in this five-year plan will be integrated into the City's FY 2025-2029 CIP budget.

The Public Art Committee will review a draft of the funding sources, priorities, and projects for FY 2025-2029 at its meeting of April 2, 2024. Over the past year, the Committee has continued to discuss building strategic support for the public art program and forging partnerships with civic organizations, private developers, and funders to promote priority projects contained in San José's Public Art Work Plan.

/s/
MICHAEL OGILVIE
Public Art Director

Attachment A: Five-Year Public Art Work Plan Overview

San Jose Public Art Workplan FY 2025 - 2029
Attachment A: Project List

Ongoing City Projects

CD	Project Name	Year Initiated	FY Est. Completion	Budget	City Funding Source	Grant & Earned Funding	Status for FY2024-2028
3	4th Street Parking Garage Art Display Windows	FY 20-21	FY 25-26	\$30,000	DOT Parking		Planning
3	Fourth and San Fernando Parking Garage Mural	FY 22-23	FY 24-25	\$30,000	DOT Parking percent for art funds		Planning
7	Alma Community Center Park	FY 23-24	F7 26-27	\$0	Funding not yet identified		Planning
10	Almaden Winery Park Signature Sculpture	FY 19-20	FY 28-29	\$50,000	D10 PRNS (C & C Funds)		On hold
CW	BeautifySJ, District Budgeting, Council Budget Documents, Community requests, City Department/Stakeholder requests	FY 19-20	On-giong	\$0	No funding identified.		Planning
CW	Citywide Murals (up to 10 projects)	FY 22-23	FY 24-25	\$170,000	BD #18, 22-23, for up to ten murals Citywide		Scoping/Planning
CW	Community Center expansion projects (up to 5 projects forecasted)	FY 22-23	FY 26-27	\$114,000	Measture T, Parks and Community Facility funds		Planning
7, 10	Council Budget Document murals	FY 21 - 22	FY 24-25	\$110,000	BD #68 - 2 murals in D7 BD #79 - 3 murals in D10		Planning
3	Environmental art projects	FY 16-17	On-going	\$312,000	Sanitary/Storm		On-going
2, 3, 4, 6, 7, 8	Fire Stations (six stations total)	FY 19-20	FY 27-28	\$494,000	Measure T Percent for art funds.		Planning/Design/Fabrication/Installation
10	Guadalupe Oak Grove Park (Artist Designed Nature Signage)	FY 21-22	FY 24-25	\$10,000	D10 PRNS (C & C) funds		On hold

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Attachment A: Project List

3	Illuminating Downtown Project: AHSC (Coleman Undercrossing@Bassett)	FY 17-18	FY 25-26	\$375,000	\$175K DoT/D3/PRNS	\$200K AHSC Grant	Design/Fabrication
3	Market/San Pedro Parage Garage Façade Enhancements	FY 18-19	FY 26-27	\$1,800,000	DOT Parking Façade Enhancement Dollars \$1,800,000 NOT percent for art funded.		Fabrication/Installation
CW	Mineta Airport new artworks (multiple projects)	FY 17-18	on-going	\$980,000	Airport		Planning/Design/Fabrication/Installation
3	Musical Swings Permanent Model	FY 18-19	none	\$0	Not funded, but on workplan should funding become available.	Not funded, grants being sought	Fundraising
4	River Oaks Pump Station (previously Charcot Pump station)	FY 19-20	FY 25-26	\$185,000	Measure T Percent for art funds		Planning/Design
3	Sonic Runway (on-going new software programming/conservation)	FY 21-22	FY 27-28	\$150,000	Traffic Capital Fund		On-going
3	Spartan Keyes Area Park Development	FY 23-24	FY 26-27	\$100,000	D3 Parks percent for art funds		Planning
3	Washington Community Center Mural	FY 22-23	FY 24-25	\$80,000	BD #18, 22-23, for murals Citywide		Design/Fabrication
7	Water Utility Administration Building	FY 22-23	FY 25-26	\$230,000	Water Utility Percent for Art		Planning
				\$4,716,000			

New City Projects for FY 2024-2025

CD	Project Name	Year Initiated	FY Completion	Budget	City Funding Source	Grant & Earned Funding	Status
5	Police Athletic League Park Gymnasium Mural	FY 24-25	FY 26-27	\$30,000	D5 Parks percent for art funds		Planning
9	De Anza Park Mural	FY 23-24	FY 27-28	\$25,000	D9 Parks percent for art funds		Planning
				\$55,000			

Ongoing Contract Projects

CD	Project Name	Year Initiated	FY Completion	Budget	City Funding Source	Grant & Earned Funding	Status
COUNTY	County Percent for Art Consultant Services	FY 23-24	On-going	\$800,000	Not City Funded	County of Santa Clara Funded \$800,000	Project Management

**San Jose Public Art Workplan FY 2025 - 2029
Attachment A: Project List**

3,5	VTA BART Phase II	FY 22-23	FY 34-35	\$0	City working with VTA to identify funding sources		Planning
VTA	Eastridge to BART Regional Connector (EBRC) Project D5/D8	FY 20-21	FY 24-25	\$300,000	Not City Funded	VTA Funded \$300,000	Planning/Design
				\$1,100,000			

Completing FY 23-24

4	CDM Youth Environmental Awareness/Don Edwards
6	D6 Special Projects
7	Emergency Operation and Fire Training Center (Phase II)
3	End of Watch Police Memorial
3	Japantown Turnkey Park/Plaza
3	Mineta Airport Art Window Pilot Project
3	Pellier Park
5	Plata Arroyo Mural
3	St. James Park Design Strategy (Phase II)
7	Thank you, America