



Memorandum

TO: ARTS COMMISSION

FROM: Kerry Adams Hapner

SUBJECT: SEE BELOW

DATE: April 8, 2024

Approved

Date: 4/8/2024

SUBJECT: PUBLIC ART WORK PLAN FOR FISCAL YEARS 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 Fiscal Years (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*, 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."

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

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

ANALYSIS

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 smaller percentage than during bond-funded capital improvement programs like the “Decade of Investment” (2002-2012) or Measure T projects (2018-2025).

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 FY 2020-2021. The approval of the General Obligation Bond, or Measure T, by voters in November 2018, will continue to generate CIP revenue for public art over the next two years, however a significant portion of that funding has already been allocated and or spent. Other funding opportunities that 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.

Per the Mayor’s June Budget Message for FY 2023-2024, 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 options that came out of the research was to increase the percent for art on CIP from 1% to 2%. With the [Mayor’s March Budget Message for FY 2024-2025](#), there was no direction to pursue this increase for public art. 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. 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. The current public art project management consulting work sustains staffing levels during a time when there is a downward trend in forecasted CIP revenues.

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. Public art maintenance and conservation are primarily funded through TOT funds as CIP percent for art dollars cannot be used for maintenance per the ordinance. With the decrease in TOT revenue, the maintenance budget was reduced from \$100,000 to \$50,000 in FY 2021-2022. It was increased to \$80,000 in FY 2023-2024. With nearly a half million dollars in conservation/maintenance backlog needs, there is an on-going need to maintain the condition of the City’s growing public art 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 FY 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. 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 reviewed a draft of the funding sources, priorities, and projects for FY 2025-2029 at its meeting on April 2, 2024 and unanimously approved to recommend it to the Arts Commission at their April 15, 2024 meeting. 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/

KERRY ADAMS HAPNER
Director of Cultural Affairs

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

**San Jose Public Art Workplan FY 2025 - 2029
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	F7 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
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**San Jose Public Art Workplan FY 2025 - 2029
Attachment A: Project List**

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
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

San Jose Public Art Workplan 2025-2029

April 2, 2024

Key Strategies

- Integrate High Impact Public Art and Urban Design throughout the Community;
- Commission innovative public art in Downtown and District wide;
- Incorporate public art in high-traffic transportation corridors and pedestrian areas;
- Create projects in community gathering places;
- Align public art with the plans of City departments; and
- Encourage private developer participation in public art.

Key Elements

- **Funding Mechanism:** percent for art ordinance (primary), grants, partnerships, consultant contracts.
- **Partners:** Environmental Services, Transportation, Parks Recreation & Neighborhood Services, Planning, Foundations, Federal Government, Private Sector
- **Guiding Documents:** Public Art Master Plan and Focus Plans, Cultural Connection, San Jose Economic Development Strategy, Diridon Station Public Art Master Plan, General Plan

Outcomes

- Reinforce San Jose as a global center of creativity and innovation
- Foster San Jose vibrancy through creative placemaking
- Strengthen Downtown San Jose as the Creative and Cultural center of the Silicon Valley
- Engage a wide spectrum of the community through education and outreach in the power of art in public
- Maintain the existing collection at the highest level possible

On-going City Projects



Fourth Street and St. John Street Parking Garage – Artist TBD



4th and San Fernando Parking Garage Mural – Artist Robin Gibson



Alma Park Mural – Artist and funding TBD



Almaden Winery Park – Artist TBD



Beautify SJ, District Budgeting, Council Budget Docs, etc..



Citywide Murals projects – multiple artists, multiple locations

ÁNGEL GUARDIAN
KEVLA SALAZAR
2005 - 2019

SU PRESENCIA Y SU AMOR
TRASCENDERÁN
EN TODOS NOSOTROS



REFUSE
THE MOURNING!
RAGE, HEALING, & LIBERATION IN OUR LIFETIME



Community Center expansion projects – multiple artists/sites



Council BD funded (D7/D10) projects – Multiple Artists



Emergency Operations Center (Phase II) – Multiple Artists

mỗi ngày
one day một việc
un día **one action**
una acción

“
**A very nice old joke
is that the best
carbon capture
technology of all is
called a tree.**

Rebecca Solnit
WRITER, HISTORIAN & ACTIVIST

mỗi ngày
one day một việc
un día **one action**
una acción

“
**Lo mas chistoso es
que la mejor
tecnología para la
captura de carbono**

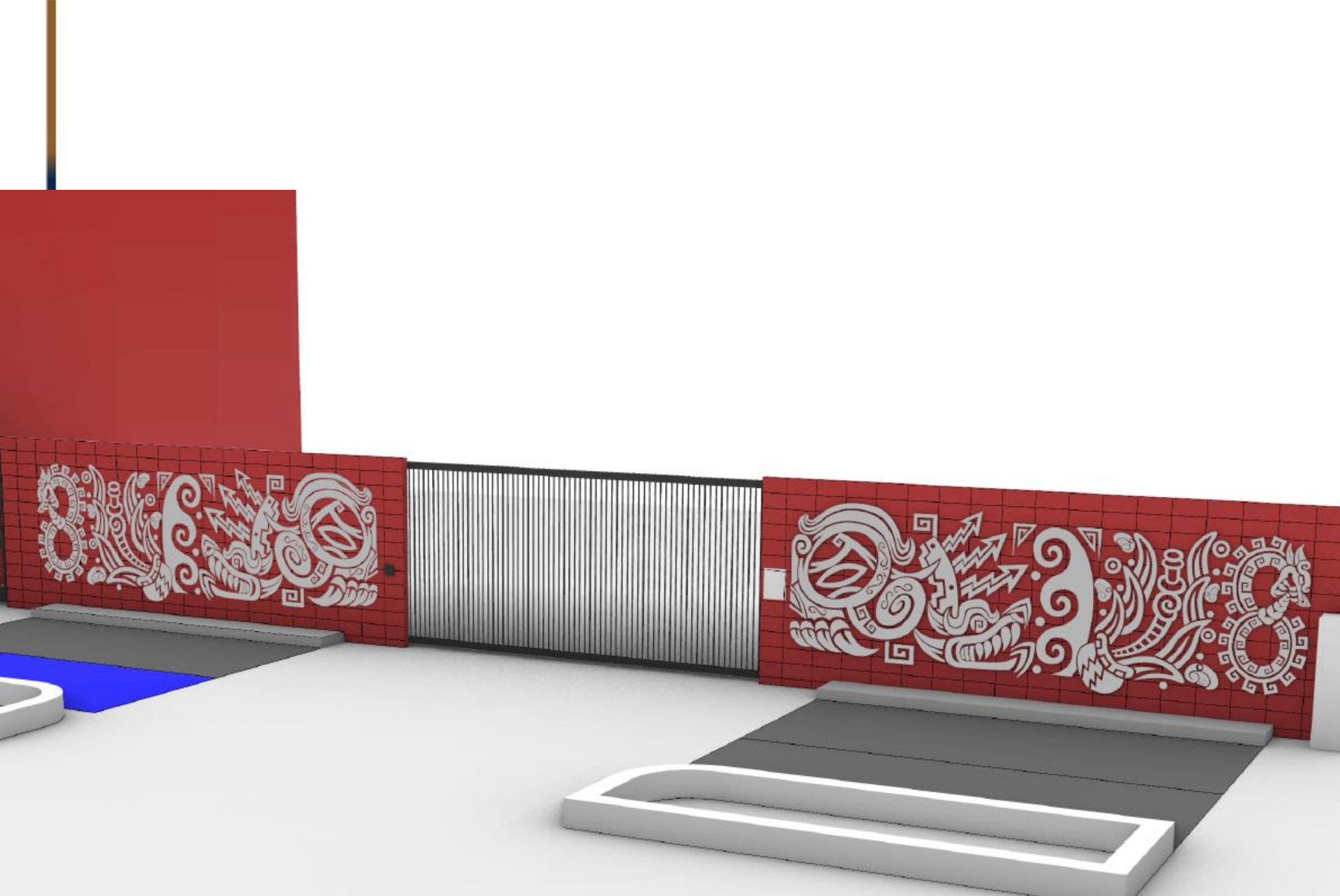
Rebecca Solnit
MIEMBRO DISTINGUIDO, ANNEBERG
PUBLIC POLICY CENTE

mỗi ngày
one day một việc
un día **one action**
una acción

“
**Một câu đùa cổ điển
rất ý nghĩa đó là
công nghệ hấp thụ
carbon tốt nhất
chính là cây cối.**

Rebecca Solnit
NHÀ VĂN, NHÀ SỬ HỌC VÀ NHÀ HOẠT ĐỘNG

Environmental Art Projects – multiple artists



Fire Stations – Multiple locations, multiple artists



Guadalupe Oak Grove Park (Artist Designed Nature Signage) – Artist TBD



AHSC: Illuminated underpass – Artist Vicki Scuri



Market San Pedro Parking Garage – Artist Brian Brush



Mineta Airport Projects – multiple projects, multiple artists



THE MUSICAL SWINGS

PRESENTED BY

- Adobe Systems
- Applied Materials
- CityView Photo
- City of San Jose Office of Cultural Affairs
- City of San Jose Parks, Recreation & Neighborhood Services
- Daily tout les jours
- John S. and James L. Knight Foundation
- San Jose Downtown Association
- San Jose jazz
- Teach San Jose
- The Tech Museum of Innovation
- ZERC1

MUSICALSWINGS.COM/SANJOSE
#MUSICALSWINGS #DTSJ #A08CREATES

Musical Swings Permanent Model





Sherwin-Williams Roycroft Copper Red

River Oaks Pump Station – Artist Michael Amescua

SONIC RUNWAY

Now on view and activated through 2028

San José City Hall Plaza
200 East Santa Clara Street

Visit sanjoseculture.org for programming updates.



NATIONAL ENDOWMENT FOR THE ARTS

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY



Lead Artist: Rob Jensen • Co-Lead: Warren Trezevant • Design: Stockhausen

SUNSET SOUNDS AT SONIC RUNWAY

DJ RHYTHM

February 15

March 1

March 15

5:30 - 6:30 P.M.

Wednesday

SUBMIT YOUR SONG TO BE PLAYED ON
THE SONIC RUNWAY

USE QR CODE OR LINK BELOW

[BIT.LY/SONICRUNWAYSOUNDS](https://bit.ly/sonicrunwaysounds)



Produced by City of San José
Office of Cultural Affairs
San José City Hall Plaza
@sjculture • sanjoseculture.org

Photo by Adrien Le Blavant

Sonic Runway (on-going new software programming): Artist
Jensen, Trezevant, Stockhausen

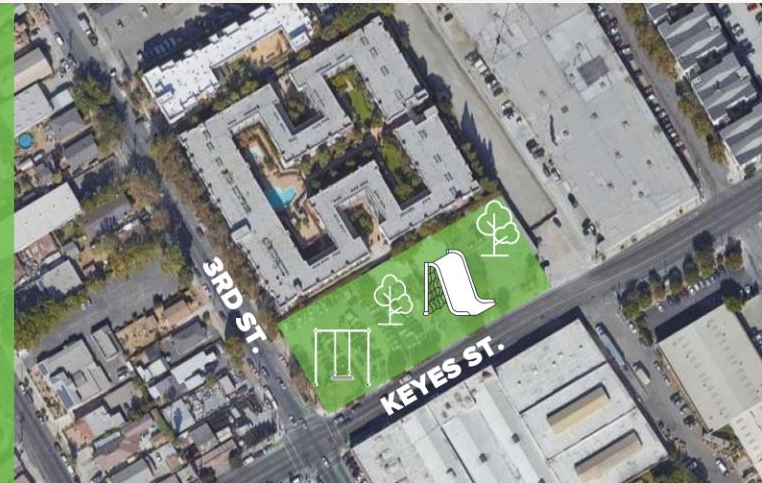


SPARTAN KEYES PARK

LOCATED SOUTH OF DOWNTOWN
AT THE CORNER OF 3RD AND
KEYES IN COUNCIL DISTRICT 3

SAN JOSE
PARKS, RECREATION &
NEIGHBORHOOD SERVICES

CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY
Building Community Through Fun



Spartan Keyes Park Master Plannin – Artist TBD



Washington Community Center Mural – Artist Desi Mundo



Water Administration Building – Artist Adam Fiebelman

New City Projects

- Police Athletic League Gymnasium Mural
- De Anza Park Mural
- Biebrach Park Mural (prospective)

On-going Contract Projects

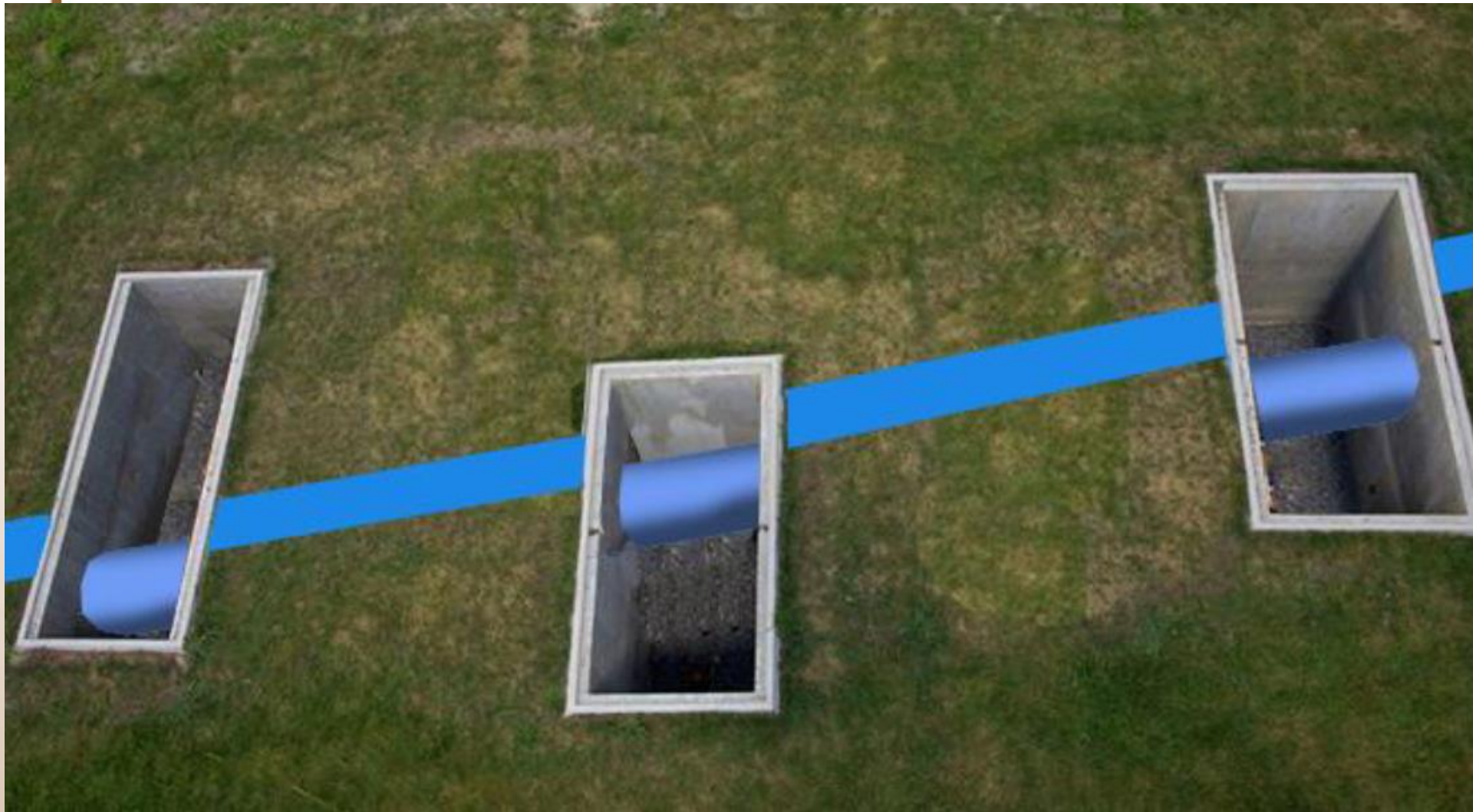


VTA – Eastridge to BART Regional Connector



County of Santa Clara - Consulting

Completing 2023-2024



Children's Discover Museum – Mark Brest Van Kempen



THE ROSE BLDG.
CUSTOMER PARKING ONLY

ENTRANCE
←

D6 Special Projects – Multiple Artists



Emergency Operations Center – Artist Johanna Poethig



End of Watch Police Memorial – Artist Gordon Huether



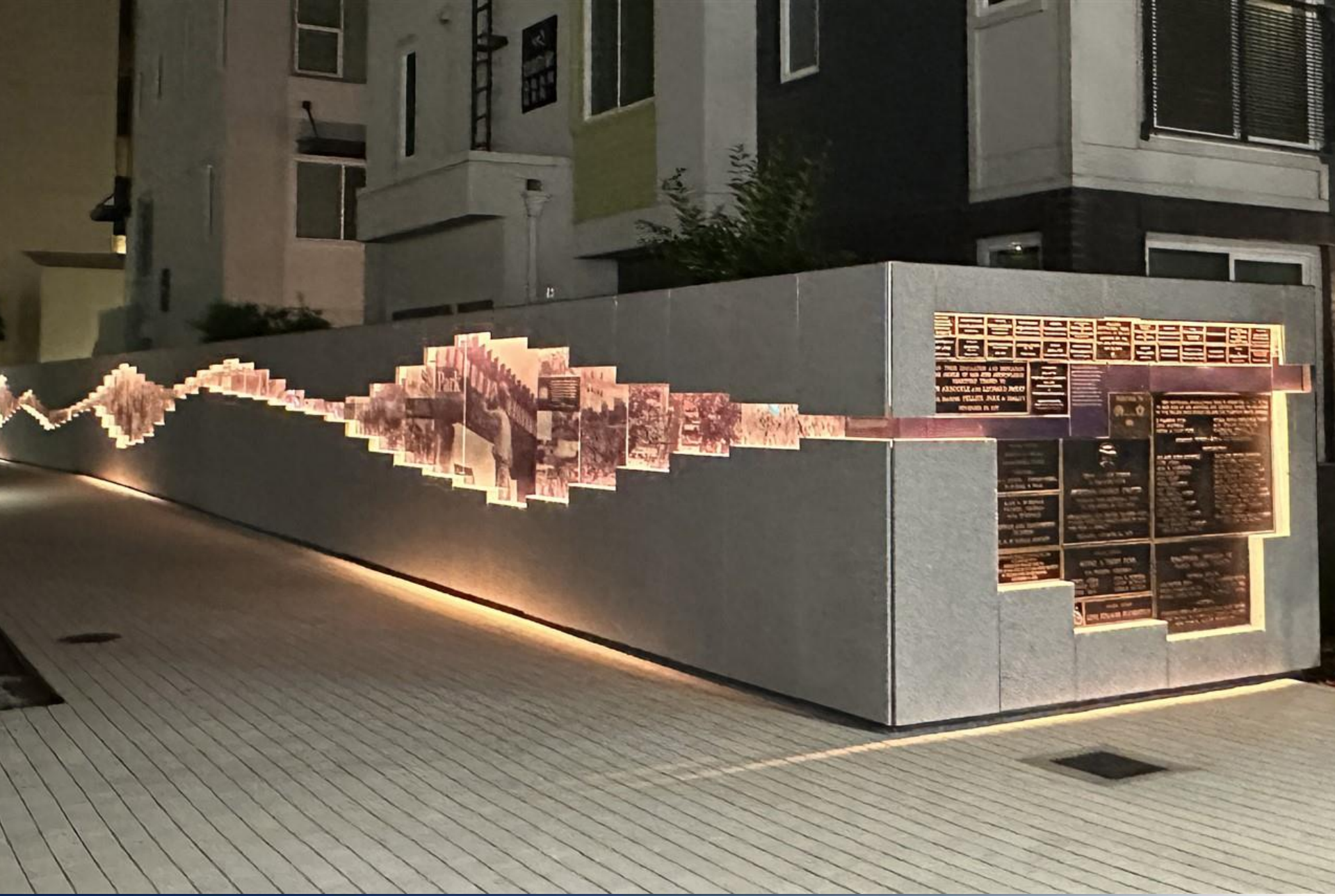
Japantown Turnkey Plaza: Artist Roger Stoller



Mineta Airport Projects – five projects total, multiple artists



Pellier Park – Artist Nori Sato



Pellier Park – Artist Nori Sato

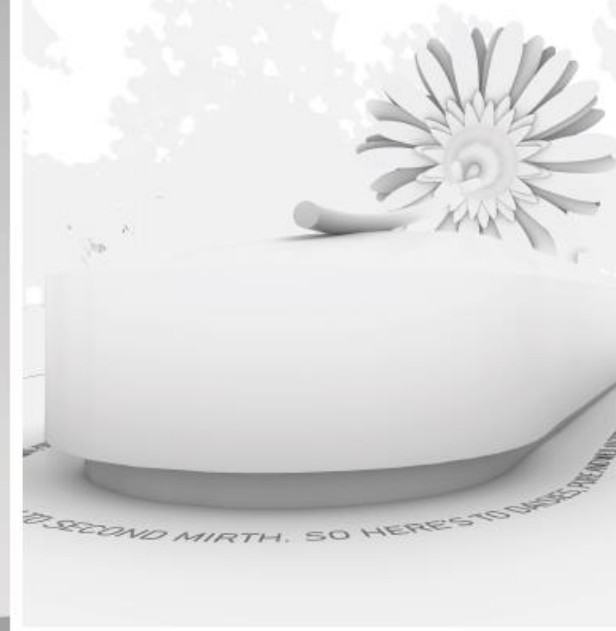


Plata Arroyo mural project - Artist Carlos Rodriguez

POETRY CAST IN SURROUNDING CONCRETE ENCOURAGES PEDESTRIAN MOVEMENT AND ENGAGEMENT.



A DAISY: INCORPORATED POETRY



St. James Park Design Strategy (Phase II) – Artist Mark Reigelman



Thank You To America Sculpture – Artist Tuan Nguyen