



Memorandum

TO: ARTS COMMISSION

FROM: Kerry Adams Hapner

SUBJECT: SEE BELOW

DATE: May 6, 2015

Approved

Date

May 5, 2015

SUBJECT: PUBLIC ART FIVE YEAR WORK PLAN FOR FY 2016-2020

RECOMMENDATION

Review and recommend that the City Council accept the Five Year Public Art Work Plan as part of the FY 2016-2020 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 appendix to the CIP budget.

With City Council's adoption of *Cultural Connection, San Jose's Cultural Plan for 2011 – 2020*, additional emphasis was placed on the value of public art through the plan recommendation that states "Integrate High Impact Urban Design and Public Art throughout the Community."

ANALYSIS

Public Art NEXT! established an ambitious vision that is rooted in the desire to: locate art where it has the most impact on the image and the life of San Jose, commission projects that reflect San Jose'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 Jose's development patterns and its means for funding infrastructure. It prioritized project types and proposed more extensive pooling of public art funds to enable the creation of significant, iconic artworks. The plan provided clarification of the existing Percent for Art Ordinance and revision of eligibility requirements. While the percentage calculated from new City capital improvement projects was reduced from 2% to 1%, a broader base of CIP projects were required 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 of 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

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to the public art program is a small fraction of its heyday during the “Decade of Investment” (2002-2012). 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. Simultaneously, as the economy rebounds, San Jose strives to become a center for employment and livability, private development continues to increase - particularly in the downtown and North San Jose – and there is increasing interest in arts and culture as an integrated part of San Jose’s vitality.

Public Art 2016-2020

The majority of City funding to the Public Art Program from FY 2016-2020 is projected to come from the sanitary and stormwater collector systems including: the expansion of the San Jose/Santa Clara Regional Wastewater Facility (formerly called the San Jose/Santa Clara Water Pollution Control Plan); transportation related funds; and PRNS capital projects including the trails program and funds appropriated to PRNS through the Construction Tax and the Conveyance Tax Ordinances (C&C).

A new approach is being pursued for Council District C&C Funds to align with the proposed *San Jose Creates & Connects* planning that is occurring as part of a broader Office of Cultural Affairs initiative. Public art staff will be exploring a programmatic approach to the utilization of these funds and envisions a platform for a type of public art that can be interpreted differently by artists in response to neighborhoods and sites. This approach can reduce the amount of staff time required and increase the funds available to the creation of artwork.

Accordingly, the Public Art Program will be focusing its program activity around the impact of long term and temporary projects that a) build environmental awareness; b) build community engagement with people and places through the parks and community centers; and c) envision the opportunity for creating great places in some of the city’s most significant open space - our streets and sidewalks – through greater bikeability and walkability.

As the City continues to pursue the development of *Urban Villages*, the Public Art Program will continue to provide assistance to envision these enhanced transit/employment/residential hubs that reflect the unique characteristics and future aspirations of the neighborhood. For the first time, in FY 2014-2015 this collaboration has included artists who are creating unique engagement and feedback opportunities that are providing a new type of insight to the urban village that previous outreach strategies had not captured.

The pursuit of a *Private Percent for Art* ordinance, with support from Transit Occupancy Tax (TOT) funding, will be a significant focus for the Public Art Program in FY 2015-2016. Private Percent for Art, a long-standing funding mechanism for cities throughout the United States, has been discussed for San Jose for many years. It is in the Public Art Master Plan, *Cultural Connection*, as well as the City’s General Plan. San Jose had a form of Private Percent for Art in association with the Redevelopment Agency. Following the closure of the Agency, these funds that produced such iconic works as *Figure Holding the Sun* at the Circle of Palms, *San Jose Semaphore* on the Adobe Building, and *Show Your Stripes* on The 88 no longer exist, leaving a significant missed opportunity as private development rebounds.

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The Public Art Program continues to seek non-City projects that impact San Jose and the greater Silicon Valley. Currently the program is managing Valley Transportation Authority/Bay Area Rapid Transit (BART Berryessa) and Bus Rapid Transit (BRT), as well as grants from the National Endowment for the Arts and ArtPlace America. Currently the program is developing a scope of work with Silicon Valley Creates to support a public art project in association with the County Valley Medical Center, which is reconfiguring an existing building to a center for women and children.

At its meeting of April 21, 2015, the Public Art Committee reviewed a draft of the funding sources, priorities and projects for FY 2015-2016. The Committee has also discussed 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 Jose's Public Art Work Plan.

The attached Public Art Work Plan outlines ongoing and planned City-funded projects that will initiate in the coming fiscal year and continue into subsequent years, as well as partnership projects and consulting projects currently being managed by San Jose Public Art staff. The City-funded projects in this five year plan will be integrated into the City's FY 2016-2020 CIP budget. The attached work plan outlines ongoing and planned projects in the Public Art Program.



KERRY ADAMS HAPNER
Director of Cultural Affairs

Attachment: FY 2016-2020 Five-Year Public Art Work Plan Overview

Ongoing City Projects

CD	Project Name	Year Initiated	FY Completion	Budget	City Funding Source	Grant & Earned Funding	Status
3	SoFA Projector for Urban Screen	FY 11-12	FY 15-16	\$20,000	TOT		Design
3	San Carlos Streetscape	FY 10-11	FY 15-16	\$195,000	Tranportation, TLC		Fabrication
3	IDP - SoFA Illumination	FY 11-12	FY 15-16	\$175,000	DoT	ArtPlace	Scoping
3	IDP - Axis beacon	FY 11-12	FY 15-16	\$20,000		ArtPlace	Design
3	Parque Plaza Shade Sculpture	FY 13-14	FY 15-16	\$120,000	ToT	NEA	Design
6	Lincoln Ave & Willow Street Park Murals	FY 14-15	FY 15-16	\$26,000	C&C, Council Office		Artist Selection
8	Lake Cunningham Skate Park	FY 12-13	FY 16-17	\$100,000	PRNS, Trails		On Hold
CW	Happy Hollow Shade Structure	FY 10-11	FY 16-17	\$90,000	PRNS bonds/C & C		On Hold
CW	Soccer Facility	FY 10-11	FY 15-16	\$220,000	Measure P		On Hold
3,5	FOG Awareness Pilot	FY 12-13	FY 15-16	\$93,000	Sanitary		Fabrication
8	Southeast Branch Library	FY 10-11	FY 15-16	\$121,000	Library Bond		Fabrication
3,4	Don Edwards/CDM - Youth Environmental Awareness	FY 14-15	FY 15-16	\$140,000	Storm, Sanitary, RWF		Design
CW	Collector System Planning	FY 14-15	FY 15-16	\$25,000	Sanitary, RWF		Scoping
4	Alviso Storm Pump Station	FY 14-15	FY 16-17	\$115,000	Storm		Design
6	Fire Station 37	FY 09-10	TBD	\$106,000	Fire Bonds		On Hold
CW	Urban Village Planning	FY12-13	Unknown	Variable - TBD	PBCE		On-going. As grant and other funding allows artists are incorporated to planning process
				\$1,566,000			

Ongoing Contract Projects

CD	Project Name	Year Initiated	FY Completion	Budget	City Funding Source	Grant & Earned Funding	Status
4	VTA BART	FY 12-13	FY 16-17	\$480,000	n/a	VTA Contract	Fabrication
5, 3, 8	VTA Bus Rapid Transit	FY 12-13	FY 15-16	\$1,255,000	n/a	VTA Contract	Fabrication
n/a	Mel Chin Studio - Paydirt/Fundred	FY 12-13	FY 15-16	\$96,500	n/a	MCS Contract	Project Management
				\$1,831,500			

New City Projects for FY2015-2016

CD	Project Name	Year Initiated	FY Completion	Budget	City Funding Source	Grant & Earned Funding	Status
CW	City Hall Public Safety Memorial			\$180,000	TBD - Mayor/Council		Scoping
3,5	Sunset Bridge Ped O/C	FY 15-16	FY 16-17	\$180,000	DoT		
3	Under 87: Delmas to Julian	FY 15-16	FY 17-18	\$75,000	DoT		
3	Illuminating the Collector System	FY 15-16	FY 16-17	\$355,000	Sanitary		Scoping
various	Stormwater	FY 15-16	FY 19-20	TBD			Scoping as part of Collector System Planning project
various	Sanitary	FY 15-16	FY 19-20	TBD			Scoping as part of Collector System Planning project
various	RWF	FY 15-16	FY 19-20	TBD			Scoping as part of Collector System Planning project
various	San Jose Creates & Connects	FY 15-16	FY 17-18	\$5,000-\$25,000 per site	PRNS		Scoping
CW	PRNS sign design & prototype	FY 15-16	FY 15-16				
				minimum project level	\$790,000		

New Contract Projects for FY2015-16

6	Santa Clara Valley Medical Center	FY 15-16	FY 17-18	TBD		SV Creates	Scoping
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Completing FY 14-15

3	IDP - Hwy 87
3	IDP - 88 new programming
3	IDP - Pierce - design only
4	Guadalupe Lower Reach (Mammoth)
4	Environmental Innovation Public Art
5	Alum Rock Cultural History Public Art
6	Willow Glen Parklet
6	Del Monte Park
6	Lincoln Ave/280 Mural
6	Lincoln Ave Parklet
8	Fire Station 24
3	Parque de los Pobladores Red Tree