



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: Michael Ogilvie

SUBJECT: SEE BELOW

DATE: April 3, 2018

Approved

Date

3/28/2018

SUBJECT: PUBLIC ART FIVE YEAR WORK PLAN FOR FY 2019-2023

REVIEW

Review and discuss the Five Year Public Art Work Plan to be part of the FY 2019-2023 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 José'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 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 Jose, 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. 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 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.

ARTS COMMISSION

Date April 3, 2018

Subject: FY2019-2023 Public Art Work Plan

Page 2

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). 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 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.

Public Art 2019-2023

The amendment to Chapter 22.08 (Public Art Program) of Title 22 of the San José Municipal code to exempt the San José-Santa Clara Regional Wastewater Facility (RWF) from the one percent public art assessment on Capital Improvement Projects (CIP) was approved by City Council on June 6, 2017. The exemption created a \$2.8 million dollar funding level decrease to the Public Art Program. This decrease represented a 40% cut to public art funding, half of the projected funding for public art projects in the 2017-2021 Adopted CIP.

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 is scheduled to be attributed beginning fiscal year 2019. The current forecasted funding is expected to be \$1.7 million dollars over the next five years which will help backfill the RWF exemption.

A new approach is being pursued to align with the proposed *San Jose Creates & Connects* planning that is occurring as part of a broader OCA initiative. Public art staff will be exploring a programmatic approach to the use of Construction & Conveyance percent funding for parks to create public art that can be interpreted differently by artists in response to neighborhoods and sites. In addition to providing a unifying framework, this approach can reduce the amount of staff time required and increase the funds available to the creation and fabrication of artworks.

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.

As the City continues to pursue investments to BeautifySJ the Public Art Program will seek to work with artists, departments, and the community to come up with solutions that educates and creates a participatory experience to the abatement of graffiti, litter, and pollution. This along with expanding the FOGwaste program will create a positive impact on our environment and ultimately reduce long term costs for waste management.

With the 40% reduction in funding for Public Art coming from the exemption of the RWF CIP the pursuit of an alternate funding source will be necessary for the survival of the Public Art

**San Jose Public Art Workplan FY2019-2023
Attachment A: Project List**

Ongoing City Projects							
CD	Project Name	Year Initiated	FY Completion	Budget	City Funding Source	Grant & Earned Funding	Status for FY2017-2018
CW	End of Watch Police Memorial	FY 15-16	FY 18-19	\$180,000	180K, from Council, POA and PF	\$270K needs to be fundraised	Design/Fabrication
4	Iris Chang Park	FY 15-16	FY 18-19	\$125,000	D4 PRNS		Fabrication
3,4	Don Edwards/CDM - Youth Environmental Awareness	FY 14-15	FY 19-20	\$430,000	Storm, Sanitary		Fabrication/Install
4	Alviso Storm Pump Station	FY 14-15	FY 19-20	\$115,000	Storm		Fabrication
5	San Jose Creates & Connects Underpass/Gateways	FY 16-17	FY18-19	\$130,000	ToT	NEA Grant	Fabrication
2,4,6,8	San Jose Creates & Connects Underpass/Gateways II	FY 17-18	FY 20-21	\$175,000	DoT/D4 Beautify SJ		Planning/Design/Outreach
CW	Mineta Airport new artwork	FY 17-18	FY 20-21	\$200,000	Airport	TBD Fundraising	Scoping/Exhibit Install
CW	San Jose Creates & Connects: Parks	FY 17-18	FY 21-22	\$150,000	PRNS		Planning
3	Convention Center Artwork	FY 17-18	FY 20-21	\$200,000	D3 C&C		Scoping
3	St. James/Levit Pavilion	FY 17-18	FY 20-21	\$30,000	D3 PRNS		Procurement
CW	CoGeneration Project	FY 17-18	FY 22-23	\$400,000	RWF		Planning/Design
3	Environmental art projects	FY 16-17	FY 21-22	\$275,000	Sanitary/Storm		Scoping/Preliminary Design
7	Midfield and Havana Soundwall Mural	FY 17-18	FY 19-20	\$75,000	D7 PRNS		Planning/Design
3	Illuminating Downtown Project: AHSC (Coleman Undercrossing@Basset)	FY 17-18	FY 21-22	\$375,000	DoT/D3 PRNS	\$200,000 AHSC Grant	Procurement
				\$2,860,000			

New City Projects for FY2018-2019							
CD	Project Name	Year Initiated	FY Completion	Budget	City Funding Source	Grant & Earned	Status
3	Parage Garage Façade Enhancements	FY 18-19	FY 21-22	\$81,000	Parking	\$600,000 DOT Parking Façade Dollars	Scoping
CW	Playa to Paseo - Sonic Runway long term installation	FY 18-19	FY 20-21	\$75,000	DoT	Additional funds needed. Partially funded	Scoping/Planning
CW	Mineta Airport new artwork	FY 18-19	FY 21-22	\$500,000	Airport	To add to on-going project. Other funding partnerships being sought.	Scoping
3	Pellier Park	FY 18-19	FY 21-22	\$0	PRNS	\$85,000 Pellier Park Remediation Fund	Scoping
CW	Bloomberg Public Art Challenge	FY 18-19	FY 20-21	\$50,000	PRNS	\$1,000,000 is being sought from Bloomberg.	Application
3	Musical Swings Permanent Model	FY 18-19	FY 21-22	\$50,000	PRNS	Partially Funded: Grants/funding being sought	
CW	Mural Project - District 8	FY 18-19	FY 21-22	\$25,000	PRNS		Scoping
				\$781,000			

ARTS COMMISSION

Date April 3, 2018

Subject: **FY2019-2023 Public Art Work Plan**

Page 3

Program. A return to 2% was recommended by the Arts Commission in October 2017. Other funding opportunities that will continue to be sought are:

- Grants, internal and external partnerships, and private development.

The Public Art Program continues to seek non-City projects that impact San José 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, and is working 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.

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 José Public Art staff. The City-funded projects in this five-year plan will be integrated into the City's FY 2019-2023 CIP budget. The attached work plan outlines ongoing and planned projects in the Public Art Program.

The Public Art Committee will review a draft of the funding sources, priorities, and projects for FY 2018-2019 at its meeting of April 3, 2018. 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.

MICHAEL OGILVIE
Public Art Director

Attachments: Attachment A: FY 2019-2023 Five-Year Public Art Work Plan Overview

ARTS COMMISSION

Date April 3, 2018

Subject: FY2019-2023 Public Art Work Plan

Page 5

Ongoing Contract Projects							
CD	Project Name	Year Initiated	FY Completion	Budget	City Funding Source	Grant & Earned	Status
County	SV Creates-Valley Med Women & Children	FY 15-16	FY 17-18	\$50,000	n/a	SV Creates	Design
				\$50,000			
Completing FY 17-18							
3 & 7	FOGwaste Storm/Sanitary awareness project (Phase II)						
9	Paul Moore Park Mural						
10	Martin and Fontana Park Murals						
4	VTA BART						
CW	MACLA Airport Installation exhibit						
CW	Multiple Exhibits in City Hall						

