

Memorandum

TO: ARTS COMMISSION

FROM: Kerry Adams Hapner

SUBJECT: SEE BELOW

DATE: May 8, 2019

Approved

Date

May 9, 2019

SUBJECT: PUBLIC ART FIVE YEAR WORK PLAN FOR FY 2020-2024

REVIEW

Review and recommend that the City Council accept the Five Year Public Art Work Plan as part of the FY 2020-2024 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 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. 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.

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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.

Funding Considerations

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 resumed fiscal year 2019 amounting to \$1.5 million dollars. Also, the approval of the General Obligation bond, or Measure T, by voters in November 2018, is forecasted to generate CIP revenue for Public Art over the course of the ten years. There are still some areas of this funding in flux as Public Works determines whether to build new facilities for Public Safety, or remodel existing facilities. 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 \$1.2 million dollars of the budget reflected in the Ongoing City Projects table of Attachment A.

The Public Art Program continues to seek non-City projects that impact San José and the greater Santa Clara County. Currently the program is managing the public art component for the Valley Transportation Authority/Bay Area Rapid Transit (BART Berryessa), a grant from the National Endowment for the Arts, 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. Also, Santa Clara County approved a percent for art ordinance in 2018, and is currently negotiating a contract with the City to develop policies and a plan to execute that program. The long term vision is this partnership with the County will capitalize on City expertise to expand Public Art in the community.

Public Art 2020-2024

In 2017, a new approach was pursued to align with the proposed *San Jose Creates & Connects* planning that is occurring as part of a broader OCA initiative. Public Art staff is exploring and implementing a programmatic approach to the use of Construction & Conveyance percent for art 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

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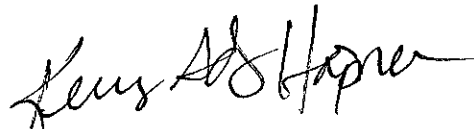
fabrication of artworks. In 2019 Artist Mona Caron completed the Paul Moore Park Mural *A Chance to Grow*, and six artists created twelve murals for the TJ Martin and Fontana Park for the *Beautility* project. Both projects implemented the aforementioned approach and integrated the community into the inspiration of artistic production.

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 beautify San José, 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 *FOGwaste*, and the *Litter-ature* program have helped to create a positive impact on our environment, and ultimately reduce long term costs for waste management.

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 2020-2024 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 2019-2020 at its meeting of April 2, 2019. 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.



KERRY ADAMS HAPNER
Director of Cultural Affairs

Attachments: Attachment A: FY 2020-2024 Five-Year Public Art Work Plan Overview

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Ongoing City Projects							
CD	Project Name	Year Initiated	FY Completion	Budget	City Funding Source	Grant & Earned Funding	Status for FY2019-2020
CW	End of Watch Police Memorial	FY 15-16	FY 23-24	\$162,000	127K, from Council, Pending up to \$450,000 from Measure T percent funding for Police Facilities	Police Foundation 33k, POA \$2,500	Fundraising
4	Iris Chang Park	FY 15-16	FY 19-20	\$125,000	D4 PRNS (C & C Funds)		Fabrication/Install
3	Market/San Pedro Parage Garage Façade Enhancements	FY 18-19	FY 21-22	\$681,000	\$81K DoT Parking	\$600,000 DOT Parking Façade Enhancement Dollars	PW Remediation/Design
CW	Sonic Runway long term installation	FY 18-19	FY 20-21	\$355,000	\$75K from DoT; \$150K from Haye's Mansion PA proceeds; 100K TOT;	\$0K NEA GRANT; Additional funds needed. Partially funded	Fundraising
2	Edenvale Mural - Viva Calle	FY 18-19	FY 19-20	\$30,000	D2 PRNS (C & C Funds)		Fabrication
3	JapanTown Turnkey Park/Plaza	FY 18-19	FY 23-24	\$275,000	Not City funded	\$275K Funding through Developer park in lieu fees	Scoping/Planning
3	Pelier Park	FY 18-19	FY 21-22	\$85,000	Not City funded	\$85,000 Pelier Park Remediation Fund	Design
3	Musical Swings Permanent Model	FY 18-19	FY 21-22	\$50,000	D3 PRNS (C & C Funds)	Partially Funded: Grants/ other funding being sought	Fundraising
8	Meadowfair Park Art Project - District 8	FY 18-19	FY 21-22	\$25,000	D8 PRNS (C & C Funds)		Scoping/Planning
6	D6 Special Projects	FY 15-16	FY 23-24	\$50,000	D6 Council Funds	\$50,000 from D6	Scoping/Planning
CW	San Jose Creates & Connects Underpass/Neighborhood Galleries (phase II)	FY 17-18	FY 21-22	\$175,000	DoTD4 Beauify SJ		Planning
CW	Mineta Airport new artwork (multiple artworks)	FY 17-18	FY 23-24	\$1,500,000	Airport		Procurement
CW	San Jose Creates & Connects Parks	FY 17-18	FY 21-22	\$150,000	CW PRNS (C & C Funds)		Scoping/Planning
3	Convention Center Artwork	FY 17-18	FY 20-21	\$200,000	D3 Convention Center		Procurement
3	St. James Park Design Strategy	FY 17-18	FY 20-21	\$30,000	D3 PRNS (C & C Funds)		Fundraising
CW	CoGeneration Project	FY 17-18	FY 22-23	\$400,000	RWF		Design/Fabrication
3	Environmental art projects	FY 16-17	On-going	\$455,000	Sanitary/Strim		Scoping/Planning
7	Midfield and Havana Soundwall Mural	FY 17-18	FY 19-20	\$75,000	D7 PRNS (C & C Funds)		Design/Fabrication
3	Illuminating Downtown Project AHSC (Coleman Undercrossing@Basset)	FY 17-18	FY 21-22	\$375,000	\$175K DoTD3PRNS	\$200K AHSC Grant	Design/Fabrication
				\$5,198,000			

New City Projects for FY2019-2020							
CD	Project Name	Year Initiated	FY Completion	Budget	City Funding Source	Grant & Earned Funding	Status
CW	911 Call Center	FY 19-20	FY 22-23	\$0	Pending Measure T Percent for art funds		Scoping/Planning
2, 3, 4, 6, 8	Fire Stations	FY 19-20	FY 23-24	\$725,000	Pending Measure T Percent for art funds		Scoping/Planning
4	Charcot Avenue Pump Station	FY 19-20	FY 23-24	\$0	Percent for art funds still being determined, could be up to \$250,000		Scoping/Planning
D10	Almaden Winery Park Signature Sculpture	FY 19-20	FY 20-21	\$35,000	D10 PRNS (C & C Funds)		Scoping/Planning
2	Blossom Hill/Monterrey Road Overpass	FY 19-20	FY 23-24	\$0	Council request to be on workplan. No funding identified.		Scoping/Planning
7	Thank You America Sculpture	FY 19-20	FY 21-22	\$0	Council request to be on workplan.		Scoping/Fundraising
4	Penitencia Creek Park	FY 19-20	FY 21-22	\$50,000	D4 PRNS (C & C funds)		Scoping
3	Urban Confluence Silicon Valley (Light Tower Corporation)	FY 19-20	?	\$0	Not a city project, though staff support has been directed by council.		Fundraising
10	Pat Dando Monument	FY 19-20	?	\$0	Not a city project, though staff support requested by the council office.		Design
CW	Get out the Vote: Victo(r)ia the Voter	FY 19-20	FY 20-21	\$20,000	Work2Future: 10k, TOT 10k		Scoping
CW	Economic Impact of Public Art City Analysis	FY 19-20	FY 21-22	\$50,000	TOT		Scoping
CW	Youth Mural Program	FY 19-20	FY 23-24	\$0	PRNS	To come from BeautySJ funds.	Scoping/Planning
CW	3rd and 4th Street Parking Garage Art	FY 19-20	FY 21-22	\$80,000	DOT Parking		Scoping/Planning
COUNTY	Santa Clara County Policy & Guidelines work	FY 19-20	FY 21-22	\$150,000	Not City Funded	County funded \$150,000	Contracting
				\$1,110,000			

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Ongoing Contract Projects							
CD	Project Name	Year Initiated	FY Completion	Budget	City Funding Source	Grant & Earned Funding	Status
County	SV Creaks-Valley Med Women & Children	FY 15-16	FY 17-18	\$50,000	Not City Funded	SV Creaks	Design
				\$50,000			
Completing FY 18-19							
3 & 7	FOGwaste (Phase II)						
9	Paul Moore Park Mural						
10	Marin and Fontana Park (12) Murals						
4	VTA BART						
3	Alviso Storm Pump Station						
CW	Don Edwards/CDM - Youth Env. Awareness						
CW	Liter-Aktre						

