



City of Palo Alto

City Council Staff Report

(ID # 6111)

Report Type: Study Session

Meeting Date: 10/5/2015

Summary Title: Public Art Master Plan

Title: Study Session: Council Input for the Public Art Master Plan

From: City Manager

Lead Department: Community Services

Recommendation

This is a study session intended to provide an update on the Public Art Master Plan work to date, no action is requested.

Background

The Public Art Commission and staff have been in discussions regarding the need for a public art master plan for several years. With the implementation of the Public Art in Private Development Ordinance in 2014, funds are and will continue to become available for the commission of more temporary and permanent public art throughout the City. Having a public art plan – a guiding vision for the future of public art in Palo Alto generated through public engagement - will help inform staff, Public Art Commission and Council's decisions regarding the use of funds over the next five to ten years.

On August 20, 2014 Palo Alto released an RFP for a public art master planner. The call was sent to five known public art master planners, as well as posted on the Americans for the Arts Public Art Network and the City of Palo Alto website. Six proposals were submitted prior to the September 30, 2014 deadline. A selection panel comprised of Public Art Commission (PAC) Chair Kathleen Kavanaugh, PAC Vice-Chair Ben Miyaji, Palo Alto Art Center Director Karen Kienzle, Parks and Open Space Manager Daren Anderson, Director of Arts and Sciences Rhyena Halpern, and Public Art Program Manager Elise DeMarzo all independently reviewed and ranked the proposals. The applicants were scored for: qualifications and experience, the strength of previous master plan samples submitted, the outreach process and effective creative outreach methods, demonstrated ability to tailor the plan process to a specific community, and cost to the City. When staff compiled the scores, the applicant team of Barbara Goldstein and Gail Goldman was ranked first for five of the six panelists and scored much higher than any of the other proposers.

In November 2014, Gail Goldman and Barbara Goldstein made a presentation to the selection panel and were interviewed. The panel recommended that the applicant team move forward for Commission approval. The Public Art Commission approved consultants Barbara Goldstein and Gail Goldman to formulate a Public Art Master Plan at their December 2014 meeting.

Discussion

In early 2015, Barbara Goldstein & Associates with Gail M. Goldman Associates were awarded the contract to create a Public Art Master Plan for the City of Palo Alto. They were charged with developing a long term plan, approximately ten years in length, that will provide a clear vision for the future of public art in Palo Alto. It will outline goals, identify relevant programmatic themes and artistic approaches, explore strategic partnerships and possible sources of alternative funding, and provide direction for ongoing program development and management. The plan will also address ongoing public engagement, support increased opportunities for public art, and celebrate art as an essential element of a thriving community.

Since late February 2015, the consultants have been conducting research into Palo Alto's existing public art policies and plans, the current public art collection, and City of Palo Alto's current planning efforts. The team has also assembled and met twice with the Public Art Master Plan Advisory Committee (see attached list) representing a cross section of community stakeholders, led a "boot camp" for City staff and Commissioners, conducted 14 focus groups, two public meetings, and 32 interviews with internal and external stakeholders.

As part of the current Public Art Master Planning outreach efforts, the Public Art Program has hired artists Peter Foucault and Chris Treggiari ([Mobile Arts Platform - MAP](#)) to go out into the community to engage residents in a fun and dynamic exchange that will yield important information for the Public Art Master Plan. The artists have custom-outfitted two bikes and trailers that will convert to a pop-up art making and idea-generating space. The intent is to engage residents who may not have the time or inclination to attend more formal community outreach meetings and gather their thoughts on how public art might make Palo Alto a more vibrant or livable city. Each participant will leave with a memento of their participation in this important outreach effort – and hopefully have some fun in the process. MAP has conducted activities in 12 venues to date with another 12 to come.

The following topics have emerged frequently during the meetings and focus groups:

- Supporting teens
- Caring for the environment
- Enlivening neighborhoods
- Creating an art-focused central gathering place
- Commissioning pedestrian-friendly art
- Capturing History
- Installing temporary art
- Addressing Palo Alto commuters

- Locating art in unexpected places

The following locations have been identified as priorities for artwork and/or artist engagement:

- California Avenue
- University Avenue
- King Plaza
- Rinconada Park
- Cubberley Community Center
- Midtown
- South Palo Alto
- Stanford Research Park
- Hiking and bike trails

Timeline

Once Mobile Arts Platform outreach effort will conclude in October, the consultants will compile all of the information gathered to date, including from this City Council Study Session, and develop a draft Public Art Master Plan for review and comment by the Advisory Committee, the Public Art Commission and other key stakeholders. That draft plan will be revised and the final Public Art Master Plan will be presented to City Council for adoption. Staff hopes to complete the Public Art Master Plan in the spring of 2016.

Resource Impact

The Public Art Master Planning Consultants are under a contract for \$55,000 and the Mobile Arts Platform artists are under contract for \$10,000, both are funded through Art in Public Places funds.

Policy Implications

The Public Art Master Planning efforts are consistent with Community Services section policy C-23, "Explore a way to expand the space available in the community for art exhibitions, classes and other cultural activities."

Attachments:

- Attachment A: Advisory Committee Roster (DOCX)

Members of the Public Art Master Plan Advisory Committee:

Ben Miyaji – Public Art Commission Vice Chair and Chair of Advisory Committee

Shagorica Basu - Institutional Giving Specialist, Columbia educated arts administrator with a particular focus on art and community.

Amanda Ross –Public Art Commission member

Kahlid Birdsong – artist and teacher at Midtown Keyes School .

Joelle Dong Heller – student, Teen Arts Council member

Rachelle Doorley- Cubberley artist, TinkerLab Founder, experience in Museum Docent training and education.

MJ Elmore – Angel Investor with a passion for the arts, she has over 30 years of experience in the venture capital community.

Sid Espinosa- Director of Corporate Citizenship at Microsoft, Ex-Mayor and Council member, arts advocate.

Steve Ferrera – PAUSD art teacher at Paly and artist.

Linda Gass – Cubberley Studio artist whose work focuses on water issues.

David Harris -Institute for the Future Research Director/ Executive Director of the Global Lives Project.

Jackson Kienitz – student, visual artist, Teen Arts Council member

Paula Kirkeby – Former Public art Commissioner and gallery owner (Smith Andersen Editions).

Yoriko Kishimoto – Former Mayor and Council Member (8 years), artist, Midpeninsula Regional Open Space District

Judy Kleinberg – CEO Palo Alto Chamber of Commerce, Knight Foundation, Board of Thoits Bros., former Mayor and Council Member.

Patty McGuigan –Commercial Real Estate Broker, Community Philanthropist, Palo Alto Chamber of Commerce.

Deanna Messinger- PAUSD art teacher at Gunn and artist.

Ewa Nowicka – Performance artist with an interest in community engagement.

Meera Saxena - Architect and Project LOOK! Docent. Palo Alto Art Center board.

Sophie Swezey – student, Teen Arts Council member

Matthew Tiews- Associate Dean for Advancement of the Arts at Stanford University