PAC Priorities and Workplan for 2021/22

**Building Community Priority:** Develop public art that encourages playing, belonging, community participation and that promotes shared experiences in and around Palo Alto neighborhoods and commercial corridors.

**Racial Justice Priority:** Develop public art projects that will continue to advance cultural inclusion and social and racial equity.

**Public Art Education Priority:** Widen and strengthen education and advocacy for public art, including through the roll-out and implementation of the California Ave District Master Plan and the Baylands Art Plan, and PAMP long-term goals, while responding to current issues and supporting a wider network of artists.
The Public Art Commission oversees Palo Alto’s temporary and permanent public art programs. The primary duties of the Commission are:

- To advise the city in matters pertaining to the quality, quantity, scope, and style of art in public places
- To periodically review the capital improvement program with the staff for inclusion of works of art in various projects
- To devise methods of selecting and commissioning artists with respect to the design, execution, and placement of art in public places and to advise staff on the selection and commissioning of artists, and the amounts to be expended on art in public places
- To advise and assist staff in obtaining financial assistance for art in public places from private, corporate, and governmental sources
- To review plans for the installation of art in public places and review the inventory of art in public spaces
- To act as a liaison between artists and private property owners desiring to install works of art on their private property in public view

**PAC Approved Priority & Goal:** Develop public art that aids in Palo Alto’s recovery from the Covid-19 crisis by supporting projects that encourage pedestrian traffic and the use of pedestrian-friendly streets, that are located near Palo Alto neighborhoods, as well as commercial corridors and storefronts, and that advance Public Art Master Plan goals (“COVID Recovery Priority”)

### Appendix 1

- **Project Name:** Temporary Murals Pilot
- **Description:** In conjunction with Uplift Local, 8 local artists/artist teams created original, site-specific murals that have been placed in diverse locations along University and California Avenues. The murals support emotional and economic wellbeing by encouraging pedestrian traffic and the animating of commercial corridors. It also engages and supports local and regional artists.
- **Duration:** February 2021 - End of 2021
- **Additional Impact:** Advances Racial Justice Priority by increasing diversity of artist pool. Advances Public Art Education Priority through outreach and public discussions.

### Appendix 2

- **Project Name:** ArtLift Microgrants
- **Description:** Fund up to 40 local artists and creatives to help the community recover both emotionally and economically from the pandemic through the arts and creative outlets. Temporary projects and experiences designed to bring joy and smiles, facilitating connection and a sense of discovery across Palo Alto. Forty artist calls were made benefitting artists and involving community members. This project includes artists of music and dance talent as well more typical large and small temporary installations. These are showcased throughout Palo Alto.
- **Duration:** Through 2021
- **Additional Impact:** Advances Racial Justice Priority by increasing diversity of artist pool. Implementing the Master Plan objective of installing public art throughout Palo Alto neighborhoods also promotes Public Art Education Priority.

### Appendix 3

- **Project Name:** Code:ART2
- **Description:** The three-evening event will engage area locals in an event that outwardly reflects the creative community that thrives here. Originally scheduled for 2020 but postponed due to the pandemic, the second iteration of Code:ART will once again temporarily reframe the City as a laboratory for urban interventions and creative placemaking while engaging residents, commuters, students, and visitors in dialogue to re-imagine underutilized spaces. The festival will feature a major new media interactive artwork and 6 smaller installations. Code:ART2 will offer an opportunity for our community to celebrate the end of the pandemic together while offering adequate space for everyone to participate within their personal comfort zone.
- **Duration:** October 7-9, 2021.
- **Additional Impact:** Advances Racial Justice Priority by increasing diversity of artist pool. Advances Public Art Education Priority with extensive outreach and collaboration with local businesses.
### Appendix 4

<table>
<thead>
<tr>
<th><strong>Project Name</strong></th>
<th>Study and Change to Promote Race and Equity in Palo Alto’s Public Art Program</th>
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<tbody>
<tr>
<td><strong>Description</strong></td>
<td>PAC engaged Equity and Accessibility Consultant Elizabeth D. Foggie to conduct a study and provide recommendations to enhance equity and access to public art opportunities in Palo Alto. Recommendations from the study include the personalizing of artist calls, developing education opportunities for black, Indigenous and people of color (BIPOC) artist to learn about the public art process, and the hiring of a community liaison or manager to develop and build authentic relationships with BIPOC community leaders, individual artists, and groups. Staff will review their current procedures and implement the recommendations include expanding the program’s outreach to BIPOC artists and art organizations who engage with BIPOC artists.</td>
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<tr>
<td><strong>Duration</strong></td>
<td>Ongoing</td>
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<tr>
<td><strong>Additional Impact</strong></td>
<td>Advances Public Art Education Priority with extensive outreach and collaboration with BIPOC community leaders and groups</td>
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### Appendix 5

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<thead>
<tr>
<th><strong>Project Name</strong></th>
<th>Race and Equity Public Art Program in King Plaza</th>
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<tbody>
<tr>
<td><strong>Description</strong></td>
<td>In response to Palo Alto City Council’s inquiry to develop a permanent artwork on King Plaza and the City’s priorities to advance cultural, racial, and social equity, the PAC is developing a permanent platform on King Plaza for ongoing, rotating temporary exhibitions. This platform will enable Palo Alto and the PAC to incorporate a broad range of voices and to facilitate conversations around cultural, racial, and social equity in our community.</td>
</tr>
<tr>
<td><strong>Duration</strong></td>
<td>Summer 2021 – ongoing</td>
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<tr>
<td><strong>Additional Impact</strong></td>
<td>Promotes awareness of BIPOC community leaders. Advances Public Art Education Priority through ongoing conversations regarding public art installed in a key public space.</td>
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### Appendix 6

<table>
<thead>
<tr>
<th><strong>Project Name</strong></th>
<th>Collaboration with Human Relations Commission</th>
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<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Chair Nia Taylor and Vice Chair Loren Gordon and Public Art Program Director Elise DeMarzo have been meeting with the Human Relations Commission (HRC) to discuss possible collaborations, including 100 conversations on race and social equity in Palo Alto (“The 100 Conversations”). The 100 Conversations are intentional conversations aimed at growing Palo Alto into a community characterized by belonging, vested in diversity, inclusion, and equity, and committed to putting words into action.</td>
</tr>
<tr>
<td><strong>Duration</strong></td>
<td>The 100 Conversations will be held from May 25, 2021 until Juneteenth 2021.</td>
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<tr>
<td><strong>Additional Impact</strong></td>
<td>Advances Public Art Education Priority by highlighting that public art is not removed from the city and society but embedded in both.</td>
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### PAC Approved Priority: Widen and strengthen education and advocacy for public art, including through the roll-out and implementation of the California Ave District Master Plan and the Baylands Art Plan (“Public Art Education Priority”).

### Appendix 7

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<tr>
<th><strong>Project Name</strong></th>
<th>Temporary Murals for Public Safety Building construction fence</th>
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<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Commission 8 California-based artists to create a series of site-specific temporary murals that celebrate the California Ave District community and visually enhance the fencing that surrounds the construction site.</td>
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<tr>
<td><strong>Duration</strong></td>
<td>Summer 2021 - Summer 2023.</td>
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### Appendix 8

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<tr>
<th><strong>Project Name</strong></th>
<th>Highway 101 Bike/Pedestrian Bridge</th>
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<tr>
<td><strong>Description</strong></td>
<td>Artist Mary Lucking is designing a visually pleasing and relaxing space for bridge users to stop and rest. The centerpiece will be three cast-aluminum sculptures that can be used as ADA compliant seating. The sculptures will be surrounded by a cut-steel fence that will silhouettes of the bayland grasses, giving visitors the feeling of being nestled down in the marsh.</td>
</tr>
<tr>
<td><strong>Duration</strong></td>
<td>Completion in Summer 2021</td>
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<td>Appendix 9</td>
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| **Project Name:** Charleston-Arastradero Corridor  
**Description:** The Charleston-Arastradero Corridor is a high volume, 2.3-mile roadway serving schools, parks, shopping, commercial, and community centers. Artist Susan Zoccola's sculptural artworks inspired by diatoms and wheels in motion will be installed on 5 strategic sites along the corridor, selected for visibility and opportunity to enhance wayfinding for drivers, pedestrians, and cyclists on the corridor.  
**Duration:** Currently delayed until end of 2021
Appendix 1: Temporary Murals pilot

Left to right: *See You Soon* by Lauren Berger, located at the facade of Garage R, 528 High Street. *The California Avenue Marching Band* by Damon Belanger, located at 261 California Ave
Appendix 2: ArtLift Microgrant projects

Temporary projects by local artists and community members include installations, live performances, murals, scavenger hunts, and pop-up art interventions throughout Palo Alto.
1. **King Plaza at 250 Hamilton Ave:**  
   - Code:ART Hub and Informational Booth  
   - HYDRA by Daniel Tran and Nick Sowers

2. **Lytton Plaza at 202 University Ave:**  
   - PALEOALTO by Marpi Studio

3. **Bell’s Book Alley at 536 Emerson St:**  
   - CODED ARCHITECTURE 0.3 by Amor Munoz

4. **250 University Ave:**  
   - COSMIC CANNON by Jeffrey Yip

5. **555 Ramona Street**  
   - O/I by Ben Flatau

6. **Lane 20 Tunnel at 451 Florence:**  
   - COLOR CURRENTS by Cory Barr

7. **AT&T Bldg and Parking Lot D at 351 Hamilton Ave:**  
   - LUMINOUS GROWTH by Liz Hickok

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Appendix 3: **CodeART Event Map** featuring art installations and Urban Interventions in downtown Palo Alto.
Appendix 4: Study and Change to Promote Race and Equity in Palo Alto’s Public Art Program led by Equity and Accessibility Consultant, Elizabeth D. Foggie
Appendix 5: Race and Equity Public Art Program in King Plaza. Example of art banner on facade of City Hall.
Appendix 6: Collaboration with Human Relations Commission

Temporary mural by Phillip Hua for Birch St

Temporary mural by Oree Original for Ash St
Appendix 8: 101 Bike / Pedestrian Bridge. Rendering of artwork titled *Baylands Vignette* by project artist Mary Lucking.
Appendix 9: Charleston-Arastradero Corridor. Rendering of artwork titled *Diatoms* by artist Susan Zoccola.