



Public Art Commission

2021-2022 Workplan Overview

Date approved by PAC:

Staff Liaison: Elise DeMarzo, Public Art Program Director, Nadya Chuprina, Program Coordinator

Lead Department: Community Services / Arts & Sciences

About the Commission

Public Art Commission is composed of five members. The terms are 3 years in length, and commence on April 1. Residency is not required. There are no vacancies as of April 1, 2022.

Current Commissioners

Please list the names of the members that were appointed at the time this workplan was created:

- Nia Taylor (Chair)
- Loren Gordon (Vice Chair)
- Ben Miyaji
- Hsinya Shen
- Lisa Waltuch

Mission Statement

The City of Palo Alto Public Art Program is committed to contributing to the intellectual, emotional, and creative life of the Palo Alto community by creating engaging art experiences and dynamic public spaces for Palo Alto residents and visitors. The Program operates in accordance with Chapter 2.26 of Palo Alto Municipal Code to provide opportunities for the placement of permanent and temporary site-specific public art projects in municipal projects across Palo Alto. Additionally, the Program oversees the implementation of the Ordinance requirement to incorporate public art in private development projects. The Public Art Commission (PAC) reviews and advises the Public Art Program on selection, placement, and care of public art throughout the City of Palo Alto.

Prior Year Accomplishment 1 **GOAL 1:** 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. **ACCOMPLISHED** by (1) temporary murals - in conjunction with Uplift Local, 8 artists created murals to support emotional and economic wellbeing by encouraging pedestrian traffic, animating commercial corridors and supporting local artists. *Success: since the initial installation in Feb 2021, PAC received much positive feedback from the community and property owners. The recyclable materials used are durable and have exceeded original life expectancy. There is support to continue the project and commission a second series of temporary murals by Bay Area artists.* (2) ArtLift Microgrants *Success: Local artists and community members received 40 microgrants that allowed them to realize a wide range of art projects and experiences animating both commercial corridors and residential neighborhoods while facilitating connection, belonging, and a sense of discovery across Palo Alto. Based on the overwhelmingly positive feedback from the community and grant recipients, the PAC approved allocation of additional funds for another series of microgrants to be realized between Spring – Fall 2022.* (3) Code: ART2 - art festival downtown that temporarily reframed 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. *Success: Impact Metrics: Approximately 7,000 Code:ART attendees
15 Bay Area and international artists
7 interactive new media installations
Data from 134 survey responses
100% of visitors surveyed would like more events like this in Palo Alto
75% of attendees visited a business
87% of those business visitors also made a purchase
64% of visitors visited downtown specifically for Code:ART
96% of visitors rated Code:ART a 4 or 5 out of 5*

Prior Year Accomplishment 2 **GOAL 2:** Develop public art projects that will continue to advance cultural inclusion and social and racial equity. **ACCOMPLISHED** by (1) Equity and Accessibility Consultant Elizabeth D. Foggie conducted a thorough review of the PAP policies and documents, PAP website, social media, and artist calls for equitable and culturally inclusive language. The consultant provided a report with analysis and recommendations on cultural and racial equity and inclusion; she developed a list of BIPOC artists and creatives in the Bay Area, as well as a best practices manual for communications and outreach to BIPOC artist communities. Applying the provided manuals and recommendations, the Public Art Program expanded and focused its ongoing commitment to more equitable, inclusive, and accessible artist outreach. As a result, we have observed a more diverse pool of artists applying for opportunities with the City of Palo Alto and getting commissions. (2) In Nov 2021 the Public Art Commission approved Rayos Magos as the first artist for the King Artist Residency starting in January 2022, based on recommendations by a selection panel. Rayos Magos will utilize the power of storytelling and imagery in community conversations about culture, identity, and mental health within Latinx/BIPOC communities living and/or working in Palo Alto. His documentation of personal stories will result in a final temporary artwork displayed on King Plaza for a period of six months to one year. (3) Met with the Human Relations Commission to learn the results of "The 100 Conversations." These findings influenced the artist call for the Race and Equity Art on King Plaza. Next meeting: March 17, 2022 to continue conversation.

Prior Year Accomplishment 3 **GOAL 3:** 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. **ACCOMPLISHED** by (1) Four temporary murals by Bay Area artists were installed on fencing surrounding the PSB construction site August 2021 to be displayed for up to a year. The next round of murals is undergoing design development and will be installed in summer 2022. Community feedback has been overwhelmingly positive. and (2) *Baylands Vignettes* installed Highway 101 Bike/Pedestrian Bridge in January 2022. Inspired by the wetlands and the many creatures that live below, Mary Lucking designed her artwork for the overlook on the Baylands side of the bike and pedestrian bridge. She created grass themed custom railing and three sculptures for the overlook area that double as creative seating. The cast aluminum pieces have a brushed finish and sculpted textured grasses and creatures that make them visually engaging and interesting to touch. and (3) Charleston-Arastradero Corridor project will be installed in Summer 2022.



CITY OF
PALO ALTO
Public Art Commission

2022-2023 Workplan

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PURPOSE STATEMENT:

The Public Art Commission oversees Palo Alto's temporary and permanent public art programs. The Commissions primary duties 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

PRIORITIES APPROVED BY PAC IN 2021:

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.

PROJECT/GOAL 1 :

Artlift Microgrant 2022: The Palo Alto Public Art Program is making ten \$4,000 Microgrants available to artists and creatives with the goal of helping the community find connection and joy through the arts and creative outlets. We welcome proposals for non-traditional artwork, experiences, and performances in the City of Palo Alto with the goal of helping our community reconnect, recover, and find joy within social distancing conditions. Taking advantage of unique locations across Palo Alto, artists will perform, create or place temporary artworks focused on play, community connectedness and shared experiences, resiliency, empathy, vibrancy, and recovery. We encourage fun and whimsical creative projects that will bring positive energy, joy and encourage play and participation. All funded projects will be temporary in nature (up to six months) and have an impactful presence in the community, engaging a large and diverse population of Palo Alto residents and visitors alike.

BENEFICIAL IMPACTS	TIMELINE	RESOURCES NEEDED	MEASURE OF SUCCESS	STATE MANDATED / LOCAL LAW / COUNCIL-APPROVED
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.	March 1, 2022 - December 31, 2022	Funds are available through percent for art Municipal funds. Staff resources and time will be used for artist calls and the selection processes. Staff will work with the artists during the design development and implementation.	Overwhelmingly positive feedback from the community and grant recipients	N/A
HIGH PRIORITY		LOWER PRIORITY		COUNCIL-DIRECTED POLICY UPDATE

High priority for building community				N/A
PROJECT/GOAL 2: King Artist Residency: Artist Rayos Magos. Project titled Rituals Of Resilience is focused on capturing community narratives of Latinx & BIPOC community members and service providers living and/or working in the Palo Alto area. The goal of the project is to discover the rituals that people have developed and used during the pandemic to maintain their mental health. The residency will result in a temporary artwork placed on King Plaza that will be in place for 6 - 12 months.				
BENEFICIAL IMPACTS	TIMELINE	RESOURCES NEEDED	MEASURE OF SUCCESS	STATE MANDATED / LOCAL LAW / COUNCIL-APPROVED
Racial Justice Priority: Develop public art projects that will continue to advance cultural inclusion and social and racial equity. Stimulating important conversation in the community about equity and belonging in Palo Alto.	February 16, 2022 - ongoing. Rituals of Resilience is the first installation of the King Artist Residency Program	Funds are available through percent for art Municipal funds. Staff resources and time will be used for artist call and the selection processes. Staff will work with the artist during the design development and implementation. Artist Rayos Magos will use studio at the Cubberley Campus.	The Public Art Commission is committed to a permanent platform for ongoing conversations about equity, inclusion, and belonging in Palo Alto through the arts. As a result, the King Artist Residency Program was established. Community participation will be measured.	Council referral to the public art commission
HIGH PRIORITY		LOWER PRIORITY		COUNCIL-DIRECTED POLICY UPDATE
High priority for racial justice, building community and educating public				N/A
PROJECT/GOAL 3: <u>Implementation of the California Avenue Public Art Master Plan approved by PAC in 2021</u>				
BENEFICIAL IMPACTS	TIMELINE	RESOURCES NEEDED	MEASURE OF SUCCESS	STATE MANDATED / LOCAL LAW / COUNCIL-APPROVED
Activating the California Avenue corridor with public art such as rotating performance space, mural program, temporary artwork on new garage, way finding	Ongoing	Municipal percent for Art Fund, as well as private development funds may be available to fund these projects	<ol style="list-style-type: none"> 1. Build partnerships between local businesses, art groups, and the Palo Alto Public Art Program to commission art that attracts people to the district. 2. Enhance pedestrian experiences and engage people of all ages by installing changing and permanent artwork throughout identified locations within the district. 3. Build local pride and educate visitors with public art that explores the district's history by supporting outdoor exhibitions that highlight the work of local and regional artists. 	N/A

High priority for community building				
PROJECT/GOAL 6: Ongoing Maintenance and Care of the Collection. With a collection of more than 300 artworks, preventative maintenance and restoration of these valuable City assets are an essential part of a public art program.				
BENEFICIAL IMPACTS	TIMELINE	RESOURCES NEEDED	MEASURE OF SUCCESS	STATE MANDATED / LOCAL LAW / COUNCIL-APPROVED
Ensuring that these valuable assets are maintained properly and reflect well on the City.	Ongoing	The annual maintenance allocation of \$30,000 is spent down each year. Staff oversees the contractors and work being performed	A collection of artworks that reflect well on Palo Alto and have not fallen into such disrepair that more costly repairs are necessary or the artwork cannot be saved.	Having artworks fall into disrepair may leave the City open to legal action by the artists under the Visual Artists Rights Act.

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