



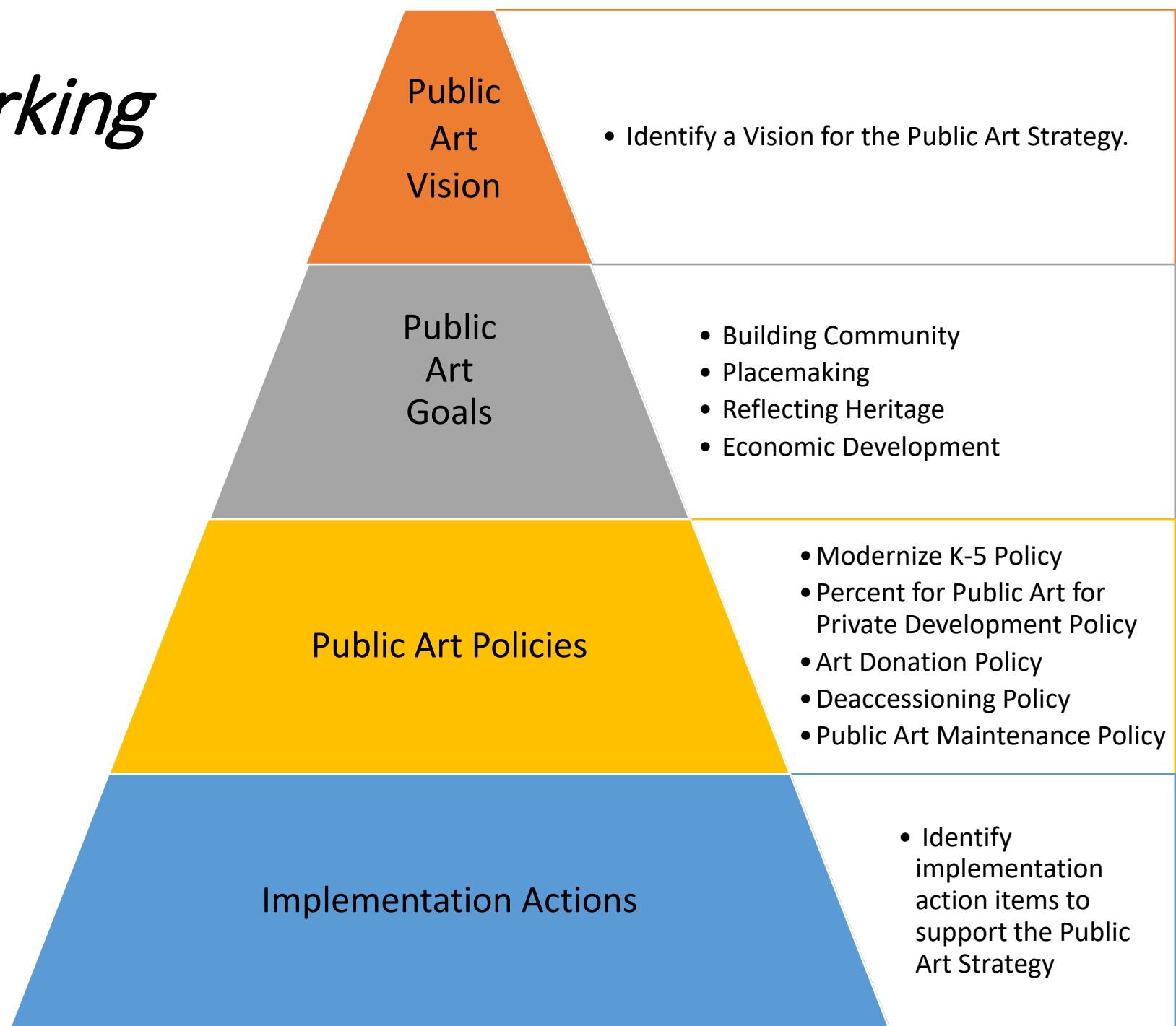
Public Art Strategy Discussion

September 2023

VAC Meetings- Working Sessions

Input and Feedback on:

- A Public Art Vision
- Public Art Policies
- Implementation Actions



Vision Statement- DRAFT

The creation of diverse public art enriches Mountain View's innovative and creative culture, enhances the vibrancy of our community, supports local artists, and transforms Mountain View into an arts hub.



Public Art Goals- Draft

- Building community
- Placemaking
- Reflecting heritage
- Economic development





Strategies-Draft

- Develop, augment, and refine City policies and procedures to better align and encourage art appreciation and place keeping
- Create more public art opportunities providing for public expression and vitality of art in the Mountain View Community
- Pursue new opportunities for collaboration with artist organizations



Develop, augment, and refine city policies and procedures to better align and encourage art appreciation and place keeping

- ❖ Develop a percent for Public Art on private property Fund the supports art appreciation and installations.
- ❖ Improve the jury process for greater artist opportunities and mediums including more public engagement and outreach.
- ❖ Develop and maintain a comprehensive public and publicly accessible Art inventory accessible to the public in a map form that is updated regularly.
- ❖ Work with the Public Works department and the community in identifying future opportunities to locate public art ensuring greater equity and distribution of art throughout Mountain View
- ❖ Augment and align the K-5 policy with recommendations consistent with the Public Art Strategy goals and initiatives.
- ❖ Adopt policies and guidelines that further the vision of the Public Art Strategy including the maintenance and deaccessioning of Public Art.
- ❖ Review City's K-6 and K-20 policies relative to acceptance of gifted works of art, or public art funds, to the City of Mountain View.
- ❖ Encourage early collaboration among architects and artists when designing public facilities and spaces.
- ❖ Evaluate the establishment of an open space program that prioritizes public art in parks, opens spaces, trails, public easements to improve access and wayfinding.
- ❖ Develop incentives and programming that attract arts and culture-focused enterprises and support, retain, and build a diverse creative class that live and work in Mountain View.
- ❖ Determine if percent for art public projects are able allocate art or capital improvement funds to other areas of the City in need.
- ❖ With the development of a Public Art Fund, commission temporary or permanent works of art for the City of Mountain View.

Create more public art opportunities providing for public expression and vitality of art in the Mountain View Community

- ❖ Increase the availability of spaces for artists to exhibit, work and live.
- ❖ Incorporate Art and other artistic elements to improve wayfinding throughout Mountain View.
- ❖ Through grass roots efforts, encourage greater private efforts to support arts and culture.
- ❖ Provide more opportunities for local artists to work throughout the community and create artwork in mediums that are appropriate in context to its locations.
- ❖ Expand exhibition opportunities of the Temporary Art exhibit program at City Hall and the Center for Performing Arts to include additional City Facilities and Community organizations.
- ❖ Focus on prioritizing functional and environmental art for public facilities.
- ❖ Bring back the utility box art program with an added maintenance component that focuses on new utility box art installations along bike, pedestrian and transit thoroughfares.
- ❖ Identify locations for a youth-centered artist or maker spaces and adopt a program promoting and encouraging youth in arts.





Pursue new opportunities for collaboration with artist organizations

- ❖ Identify, coordinate and strengthen relationships with existing cultural arts organizations.
- ❖ Collaborate with the VAC and PAC to increase public understanding, appreciation and enjoyment of art forms and activities through events and marketing
- ❖ Develop educational materials, events and activities, in partnership with other art organizations that support community education around public art.
- ❖ Work with the Mountain View Historical Society to provide basic Mountain View historical context for artist to consider for future art pieces.
- ❖ Partner with local and regional arts organizations on public art and placemaking grants and projects that support local artists.



Thank you. Please stay up to date on the Public Art Strategy at:
<https://econdev.mountainview.gov/business/public-art-strategy>