



Memorandum

TO: DRIVING A STRONG ECONOMY
COMMITTEE

FROM: Paul Krutko

SUBJECT: PUBLIC ART MASTER PLAN

DATE: 11-13-06

BACKGROUND

In January, 2006, the Office of Cultural Affairs (OCA) embarked on the development of a new Public Art Master Plan. Stimulated by the 2005 Public Art Audit, by anticipated changes in San José's capital funding, and by the City's Economic Development Strategy, OCA developed a Scope of Work for a Public Art Master Plan Consultant, issued a Request for Qualifications, and hired the firm of Brown & Keener Bressi and their associates, the Via Partnership, public art planners, to develop the plan. The team has been assisted by a Steering Committee that includes representatives from the business and development community, community representatives from each Council District, arts and cultural leaders, San José Redevelopment Agency and City Department representatives.

ANALYSIS

Since January, the Master Planners have been studying San José's public art program, analyzing its successes and challenges over its 20 plus year history. They have examined how public art integrates with the City's urban development strategies, the possibilities for partnerships with transit agencies, alignment with the goals of City departments, and integration of public art into planned development. The planners have mapped current and completed projects and identified areas of growth; partnership opportunities with other public entities; and studied how the City's financial strategies for new development are changing. They have also analyzed public art processes, evaluating the community involvement process and studying its impact on projects.

The Master Plan sets out an ambitious, proactive vision that is rooted in the desire to locate art where it has the most impact on the image and the life of the city, to commission projects that reflect the city's risk-taking spirit, and to integrate art into the city's urban design and growth strategies. The Master Plan will include proposed recommendations that anticipate changes in San José's development patterns and its means for funding infrastructure. It prioritizes project types and proposes more extensive pooling of public art funds to enable the creation of significant, iconic artworks. The Plan proposes clarification of the existing Percent for Art Ordinance and revision of eligibility requirements. It recommends amendments to the framework for integrating public art in San Jose Redevelopment Agency-assisted private developments, and creation of 'focus plans' for areas of planned development such as North San Jose and Downtown. It also

proposes a more inclusive public process that insures the presence of all stakeholders in conversations about the development of public art projects.

The Public Art Master Plan is currently in draft form. Over the coming two months, it will be circulated to all stakeholders who have met with the planners to date and it will be reviewed within the City by CIP Departments, the City Attorney and the Budget Office. The plan was reviewed by the Arts Commission on November 8, and a public hearing will be convened by the Arts Commission on December 13. It is anticipated that the Master Plan will be presented to City Council in January 2007 along with proposed revisions to the Public Art Ordinance.

PUBLIC OUTREACH

The Office of Cultural Affairs has included public outreach as a key component throughout the development of the Public Art Master Plan. The following is a list of community meetings that occurred during the development of the draft plan. The Steering Committee membership list is attached.

<u>Date</u>	<u>Location</u>	<u>Purpose</u>
2/22/06	MLK Library	Steering Committee Mtg.
4/20/06	MACLA	Multi-Cultural Organizations Focus Group
4/21/06	MLK Library	Public Art Task Force Focus Group
6/20/06	City Hall	Public Art Committee Mtg.
6/21/06	City Hall	Steering Committee Mtg.
8/15/06	City Hall	Public Art Committee Mtg.
8/16/06	City Hall	Steering Committee Mtg.
9/27/06	City Hall	SNI PAC Mtg.
10/17/06	City Hall	Public Art Committee Mtg.
10/28/06	California Theatre	Arts Commission Retreat
11/8/06	City Hall	Arts Commission Mtg.

PAUL KRUTKO
Director, Office of Economic Development

Attachment

Public Art Master Plan Steering Committee Members

Arts Commissioners

Ben Miyaji, Arts Commissioner, resident, Council District 9
Ernest Guzman, Arts Commissioner

Business Representatives

Tina Balsamo, BD Bio Sciences
Don Gralnek, Silicon Valley Sports & Entertainment
Steve Landau, Phillips Lumileds
Alexandra (Alexie) Lee, Hitachi
Lisa Moore, Manager, IBM Silicon Valley Lab
Mark Ritchie, Ritchie Commercial
Steve Speno, Gibson Speno

City Council Representatives

Forrest Williams, Council Member District 2
Judy Chirco, Council Member District 9
Nancy Pyle, Council Member District 10

City Department Representatives

Katy Allen, Department of Public Works
Jim Helmer, San José Department of Transportation
Jennifer Malutta, Office of Mayor Ron Gonzales
Dennis Richardson, Department of Public Works
John Stufflebean, Environmental Services Department
Kim Walesh, Office of Economic Development

San José Redevelopment Agency Representatives

Bill Ekern, San José Redevelopment Agency
John Weis, San José Redevelopment Agency

San José Residents

Jerry Hiura, California Arts Council
Charles Lauer, resident, Council District 1
Wilma Hashii, resident, Council District 2
Kevin Christman, resident, Council District 3
Michael Gross, resident, Council District 4
Ted and Helen Johnson, residents, Council District 5
Tracy Corral, resident, Council District 6
Deborah Morillo, resident, Council District 7
Gordon Lund, resident, Council District 8
Diane Perovich, resident, Council District 10
Don and Phyllis House, residents, Council District 10

Affiliated Agency Representatives

Gail Collins, Valley Transportation Authority
Jane Mark, Parks Commissioner

Arts Leaders

Tamara Alvarado, MACLA
Marcela Davison-Aviles, Mexican Heritage Corporation
Dan Keegan, San José Museum of Art
Gordon Knox, Montalvo Art Center
Robin Lasser, artist
Connie Martinez, Children's Discovery Museum
Diana Pumpelly-Bates, artist