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## PUBLIC ART COMMISSION

Nia Taylor, *Chair*  
Loren Gordon, *Vice-Chair*    Ben Miyaji, *Member*  
Hsinya Shen, *Member*        Lisa Waltuch, *Member*

City Council Liaison: Mayor Tom DuBois

Kristen O’Kane: *Director of Community Services Department*  
Elise DeMarzo: *Public Art Program Director*  
Nadya Chuprina: *Public Art Program Coordinator*

<http://www.cityofpaloalto.org/publicart>

Pursuant to the provisions of California Governor’s Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of Covid-19, this meeting will be held by virtual teleconference only, with no physical location. The meeting will be broadcast on Midpen Media Center at <https://midpenmedia.org>. Members of the public who wish to participate by computer or phone can find the instructions at the end of this agenda. To ensure participation in a particular item, we suggest calling in or connecting online 15 minutes before the item you wish to speak on.

<https://zoom.us/join>

Meeting ID: 940 1782 0226

Phone: +1 669 900 6833

**Friday, August 13, 2021**

**9:00 am – 1:00 pm**

**RETREAT AGENDA**

ROLL CALL

AGENDA CHANGES, REQUESTS, DELETIONS

ORAL COMMUNICATIONS

*Members of the public may address the Commission on any subject not on the agenda. A reasonable time restriction may be imposed at the discretion of the Chair. The Commission reserves the right to limit oral communications period to 3 minutes.*

1. Ice Breaker

2. Presentation and discussion of existing projects, PAMP status and budget
3. Code:ART Discussion – Ideas about additional partnerships and programming possibilities
4. Break
5. Prioritization of projects for two-year work plan
6. Special Presentation and discussion on current trends in the field of public art
7. Process Questions/ Wrap up/ Next Steps

ANNOUNCEMENTS:

FOR YOUR CALENDAR: Next PAC regular meeting – Thursday, August 19, 2021

**APPENDIX 5: City of Palo Alto Public Art Master Plan**

**Implementation Grid**

ST = Short Term (within one year)

MT = Mid Term (two to five years)

LT = Long Term (six to ten years)

- The cost estimates are minimal cost estimates for the implementation of projects in 2016 dollars. Amounts are not inflation adjusted.

	OBJECTIVE	ST	MT	LT	RECOMMENDATION	TOTAL EST. COST	POTENTIAL FUNDING SOURCE
1	Locate art in unexpected places.	✓			Identify a total of six (6) alleys in downtown University Avenue and downtown California Avenue and solicit proposals for individual temporary artworks.	\$45,000 - \$75,000	<b>Code:ART (8 installations, 2017)</b> <b>Art Lift Temporary murals Code:ART2 (7 installations, 2021)</b>
		✓			Commission an artist/artist team to create one unique design for new benches planned for the University Avenue downtown shopping district.	\$12,500	<b>Colin Selig (2017)</b>
					Commission temporary artwork at University Avenue Caltrain Tunnel.	\$55,000-\$150,000	In Lieu Percent for Art Fund Palo Alto Downtown Private business sponsorship
					Showcase the work of artists and university MFA students on Caltrain fencing, platforms, tunnels, walkways, etc. on a changing basis.	\$15,000-\$55,000 annually	Caltrain California Avenue Business Association Private business sponsorship
				✓	Commission an artist/historian team to celebrate the unique music history of California Avenue with temporary art.	\$7,500-\$12,500 per artwork	<b>2 series of 4 temp murals on vinyl on PSB construction fence, 2021/22)</b> <b>4 temp murals on vinyl on Cal Ave Garage construction fence (2019)</b>
2	Integrate impactful, permanently-sited public art in business areas.			<b>IP</b>	Employ an artist to be on the design team in upcoming downtown garages and the new Public Safety Facility and Garage.	\$100,000-\$200,000	<b>PSB: permanent artwork by Peter Wegner</b> Percent for Art
					Commission artist-designed gateways on University Avenue at Alma and Middlefield.	\$120,000-\$520,000	CIP Percent for Art In Lieu Percent for Art Funds Private business sponsorship
3	Install public art in neighborhoods.	✓			Select four (4) neighborhoods to pilot the creation of temporary, rotating artworks in right-of-ways, bulb-outs, and traffic circles.	\$5,000 per artwork plus footings and lighting	<b>ArtLift Microgrant projects</b> <b>Damon Belanger, Creative Crosswalks July 2018</b>

**✓: Completed**  
**IP: In-progress/on-going**

<b>Ongoing</b>	<b>Completed 2017</b>	<b>Completed 2018</b>	<b>Completed 2019/20</b>
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		✓	Commission serial art experiences in pedestrian-oriented areas.	\$5,000-\$10,000 per artwork	<b>ArtLift Microgrants</b>
			Commission artist-designed directional and informational elements and seating areas at City shuttle stops and bike corridors that can be easily manufactured.	\$10,000	CIP Percent for Art Transportation Division CIP
		IP	Integrate art into the design of the Junior Museum and Zoo.	\$100,000-\$160,000	<b>Sway by Charles Sowers</b>
			Commission art that invites climbing and physical interaction for placement in public parks, school grounds, and walking and bike paths.	\$60,000 – 150,000 per artwork	CIP Percent for Art
		✓	Integrate art into Rinconada and Byxbee Parks.	\$120,00-\$200,000 per artwork	<b>ArtLift Microgrant projects Watershed Sculpture: Foraging Islands Sept. 2018</b>
4	Use art to promote environmental stewardship and sustainability.		Embed an artist in the Environmental Services Division of the Public Works Department.	\$20,000 per residency	CIP Percent for Art Environmental Services
			Integrate art into future development of the San Francisquito Creek environmental projects.	\$15,000-\$40,000	CIP Percent for Art Environmental Services San Francisquito Creek Joint Powers Authority <i>*In Progress- Subject to Municipal Percent for Art</i>
			Employ an artist to participate on the design team for the new Highway 101 Pedestrian-Bike Bridge.	\$80,000	<b>Mary Lucking</b>
5	Commission specific public art plans for areas of Palo Alto where intense development is taking place.	✓	Solicit detailed public art plans for the Embarcadero Corridor, downtown University Avenue, and Stanford Research Park.	\$15,000 per plan for a total of \$45,000 for all three.	<b>Public Art Overlay in BCCP Master Plan</b>
		✓	Solicit detailed public art plans for El Camino Real, California Avenue downtown and the Charleston Arastradero Corridor.	\$15,000 per plan for a total of \$45,000 for all three.	<b>Cal Ave District Public Art Plan</b>

✓: Completed  
IP: In-progress/on-going

Ongoing

Completed 2017

Completed 2018

Completed 2019/20

			IP	Provide developers with the option to contribute In Lieu toward the realization of an artwork included in the completed public art plan specific to the area in which the development is located.	None	Code:ART2
				Commission specific artworks identified in the public art development district plans as funding accumulates.	TBD	In Lieu Percent for Art
6	Use available tools to engage the public in the Public Art Program.	✓		Increase use of mobile platforms and social media as a means of promoting the Public Art Program.	None	Newsletter: 1609 FB: 743 Insta: 1300 Twitter: 171 #cpapublicart: 459
		✓		Refine the standard public art presentation to be used in a range of community settings.	None	
				Create 'fun facts' about public art for display on Palo Alto's shuttles, for Palo Alto Online and for inclusion in the recent public art project media installation in the lobby of City Hall.	None	NA
7	Engage partners in educational initiatives.		IP	Strengthen the connection between the Public Art Program and other Community Services Department programs and initiatives.	None	Art Center (Open Galleries), Open Space and Parks, Libraries, Cubberley, JMZ
			✓	Engage cyclists and walkers with public art by creating tours and maps that showcase public art on their routes.	None	MapMe app; QR codes
			IP	Build stronger connections with Stanford University.	None	Temp Public Art Opportunities
			IP	Partner with Stanford University to create volunteer opportunities for students.	None	Code:ART2
			IP	Host Public Art Program presentations and events at Institute for the Future and other business locations.	None	Code:ART2
			IP	Explore the Library's role in supporting and promoting public art.	None	ArtLift Microgrants

✓: Completed  
 IP: In-progress/on-going

Ongoing

Completed 2017

Completed 2018

Completed in 2019/20

8	Employ the skills of regional and national artists to enhance the work of the City.				Promote inclusion of artists in the City's planning processes such as City boards and commissions.	None	NA
			✓		Provide public art training to local artists.		<b>Online Artists Resources; Selection panels</b>
					Embed artists in City Departments, starting with the Transportation Division and Environmental Services Division.	\$15,000-\$30,000 per residency	In Lieu Percent for Art
9	Ensure that artwork maintenance, conservation, and collection review occur with regularity.	✓			Refine and update Deaccession of Artwork Policy for the removal and disposition of artwork.	None	<b>Completed new Deaccession of Artwork policy</b>
			IP		Provide ongoing financial and staffing support for public art collection management and conservation.	None	<b>Ongoing</b>
10	Apply national standards and best practices in the field of public art for added transparency and accountability.		IP		Adopt new policies and update existing policies, ordinances, and guidelines to reflect best practices in the public art field.	None	<b>Working on approval of Murals Policy.</b>
11	Ensure ongoing staff support for successful administration of the public art program.		IP		Periodically review the percentage of in-lieu funds allowable for administration to cover the costs of program staff and consultants.	None	<b>Ongoing</b>
			IP		Continue to include public art program staff at the earliest levels of inter-departmental planning initiatives.	None	<b>Ongoing</b>
			IP		Periodically review funding structures and project management scope of work for public art in private development projects to ensure that the program is following best practices in the field and best serving the needs of the City and developers.	None	<b>Ongoing</b>

✓: **Completed**  
 IP: **In-progress/ongoing**

**Ongoing**

**Completed 2017**

**Completed 2018**

**Completed 2019/20**

## Public Art Commission (PAC)

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 engaged and supported local and regional artists.
- **Duration:** Displayed 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:ART2 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:** Oct 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.

PAC Approved Priority: Develop public art projects that will continue to advance cultural inclusion and social and racial equity ("Racial Justice Priority")	
Appendix 4	<ul style="list-style-type: none"> <li>• <b>Project Name:</b> Study and Change to Promote Race and Equity in Palo Alto’s Public Art Program</li> <li>• <b>Description:</b> PAC engaged Equity and Accessibility Consultant Elizabeth D. Foggie to conduct study and provide recommendation to enhance equity and access to public art opportunities in Palo Alto. Study resulted in recommendations 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.</li> <li>• <b>Duration:</b> Ongoing</li> <li>• <b>Additional Impact:</b> Advances Public Art Education Priority with extensive outreach and collaboration with BIPOC community leaders and groups.</li> </ul>
Appendix 5	<ul style="list-style-type: none"> <li>• <b>Project Name:</b> Race and Equity Public Art Program in King Plaza</li> <li>• <b>Description:</b> 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</li> <li>• <b>Duration:</b> Summer 2021 – ongoing</li> <li>• <b>Additional Impact:</b> Promotes awareness of BIPOC community leaders. Advances Public Art Education Priority through ongoing conversations regarding public art installed in a key public space.</li> </ul>
Appendix 6	<ul style="list-style-type: none"> <li>• <b>Project Name:</b> Collaboration with Human Relations Commission</li> <li>• <b>Description:</b> 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.</li> <li>• <b>Duration:</b> The 100 Conversations will be held from May 25, 2021 until Juneteenth 2021.</li> <li>• <b>Additional Impact:</b> Advances Public Art Education Priority by highlighting that public art is not removed from the city and society but embedded in both.</li> </ul>
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	<ul style="list-style-type: none"> <li>• <b>Project Name:</b> Temporary Murals for Public Safety Building construction fence</li> <li>• <b>Description:</b> Commission 8 California-based artists to create a series of site-specific temporary murals that celebrate California Ave District community and visually enhance the fencing that surrounds the construction site.</li> <li>• <b>Duration:</b> Summer 2021 - Summer 2023.</li> </ul>
Appendix 8	<ul style="list-style-type: none"> <li>• <b>Project Name:</b> Highway 101 Bike/Pedestrian Bridge</li> <li>• <b>Description:</b> 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.</li> <li>• <b>Duration:</b> Completion in Summer 2021</li> </ul>



	<ul style="list-style-type: none"><li>• <b>Additional Impact:</b> Advances COVID Recovery Priority by promoting outdoor activity</li></ul>
Appendix 9	<ul style="list-style-type: none"><li>• <b>Project Name:</b> Charleston-Arastradero Corridor</li><li>• <b>Description:</b> 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.</li><li>• <b>Duration:</b> Currently delayed until end of 2021</li></ul>

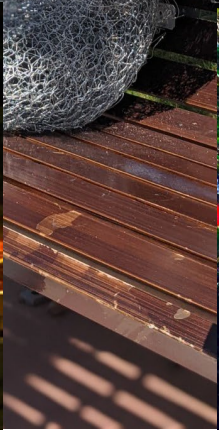
Appendix 1: Temporary Murals pilot

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

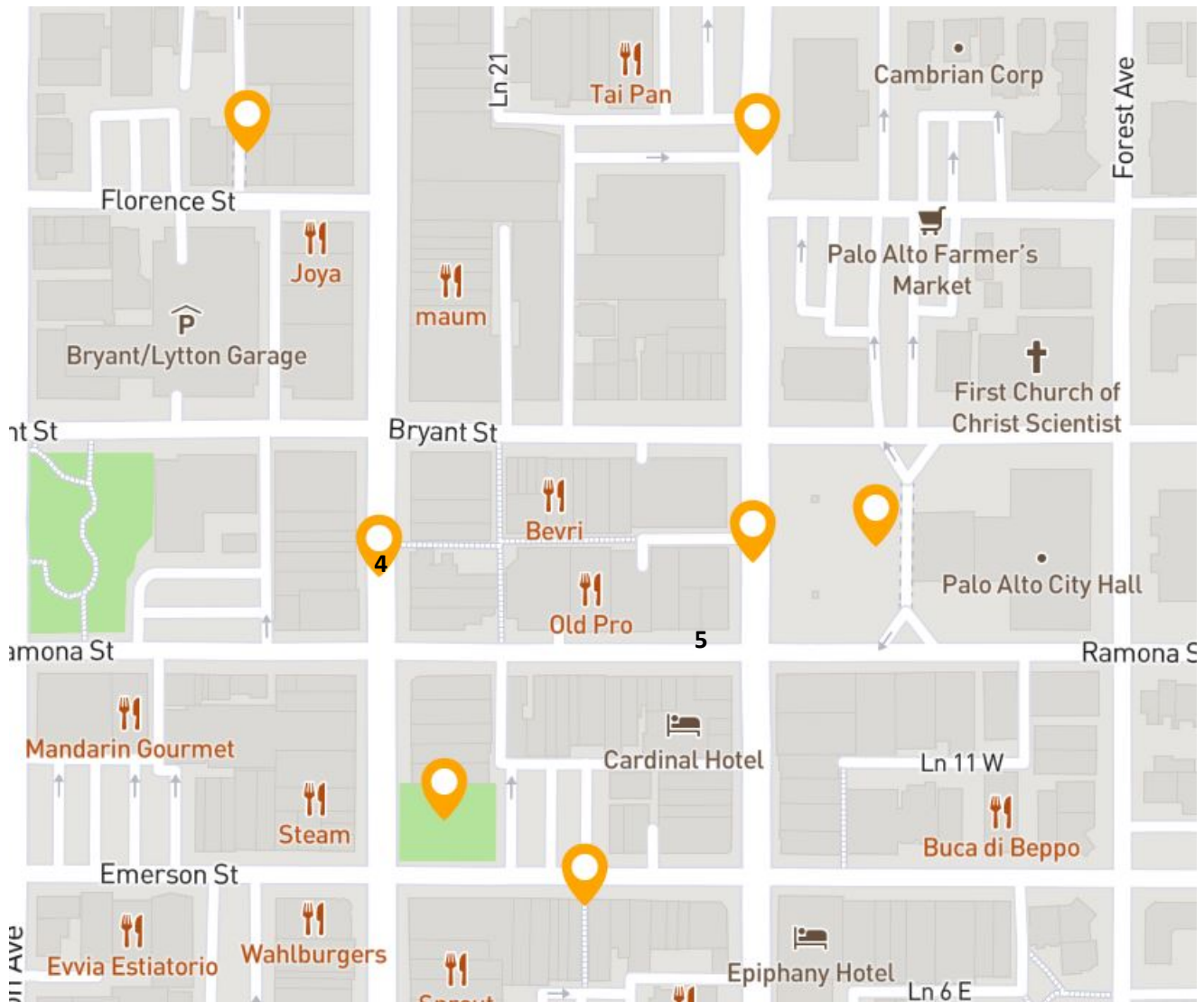


Appendix 2: *ArtLift* Microgrant projects

Temporary projects by local artists and community members include installations, live performances, murals, scavenger hunts, and pop-up art interventions throughout Palo Alto.



Appendix 3: **CodeART** Event Map featuring art installations and Urban Interventions in downtown Palo Alto.



1. **King Plaza at 250 Hamilton Ave:**
  - Code:ART Hub and Informational Booth
  - *HYDRALA* 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

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



Appendix 7: Temporary Murals for Public Safety Building construction fence. Examples of artworks designed for the California Ave Parking Garage in 2018.



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

