

**City of Milpitas
Public Art Master Plan Recommendations**

**Public Art Committee
2010**

Executive Summary

Public art enhances the quality of life in the community, generating civic pride and creating a sense of place. Through the Public Art Program:

- Public Art shall be permanently sited and an integral part of the landscaping and/or architecture of a building considering the historical, geographical and social/cultural context of the site.
- Public Art shall be constructed to a scale that is proportional to the scale of the building or property it relates to or is sited upon.
- Public artwork may include sculpture, furnishings or fixtures, including but not limited to gates, walls, railings, streetlights or seating. Public Art may include water elements and walkways.
- Public artwork may include murals, photography and original works of graphic art, water features, neon, glass, mosaics, or any combination of forms of media, furnishings or fixtures permanently affixed to a building or its grounds, or a combination thereof, and may include architectural features of buildings.
- Public artwork shall be displayed in a manner that will enhance enjoyment by the general public.
- Public artwork may include artistic or aesthetic elements of the overall architecture or landscape design if created by a professional artist or design team that includes a professional visual artist.

The Public Art Master Plan identifies key sites over the next year where public art can have the greatest impact, allow for coordination with existing construction projects, make the most effective use of the Public Art Fund and have a positive impact and long-term contribution to the City of Milpitas. The Master Plan:

- Identifies high-impact projects and existing community public art goals
- Includes complimentary project types that would accomplish city goals and assure a cohesive public art collection

Master Plan Summary

- Cartwheels Kids Relocation & City Hall Installation
- Milpitas Senior Center Interior Art
- Main St. Transit Shelter
- Street Art (Bridges, Overpasses)
- Fundraising

Public Art Fund

The Public Art Fund shall be used to further the intent, purpose and administration of the Public Art Policy; therefore the City of Milpitas shall dedicate 1.5% of eligible projects expenditures within the City's annual Capital Improvement Projects towards the acquisition and installation of Public Art. In the event that eligible projects are financed by redevelopment agency funds, the utilization of such funds for public art must comply with California Community Redevelopment Law requirements and be consistent with the Five Year Redevelopment Implementation Plan.

Ongoing maintenance of past and/or future public art projects cannot be funded with redevelopment agency dollars.

Project Administration

The administration of the Public Art Master Plan projects are listed in order of priority, based on design stage, functionality and visibility of each project area.

<u>PROJECT</u>	<u>LOCATION</u>	<u>ELIGIBILITY</u>	<u>Budget</u>
Milpitas Senior Center <i>(Project in progress)</i>	Outer	National	\$100,000
Milpitas Senior Center	Interior	Regional	\$8,800
Transit Shelter Enhancement	Main Street	Regional	\$7,000
Cartwheels Kids	Relocation to Library Outer area	NA	TBD
City Hall	Outer front replacement	National	TBD
Street Art	TBD	National	TBD

Budget

The Public Art fund will allow for annually, costs associated with facilitating a Public Art Project, in addition to the art piece and artist fees. A spreadsheet is attached to the Master Plan outlining estimated 2010 expenditures.

Maintenance Program

Each public art project will have a detailed maintenance description specifying maintenance budget allocations, requirements, materials and scheduling, which shall be included in the cataloging of the artwork.

**Public Art
2010
Line Item Budget**

New 2010 Line Item

<u>Description</u>	<u>Budget</u>	<u>Notes</u>
1) Marketing/Listings	\$1,000.00	Ads, Mailings, Post for Artists
2) Plaques/Placards	\$2,500.00	Senior Center Outer/Interior, Transit Shelter, Art In Your Park
3) Marquettes/Models	\$5,000.00	Transit Shelter, City Hall Art,
4) Maintenance/Contingency	\$5,000.00	MISC
5) Veterans Bench Project	\$5,995.00	Per Council Approval 2/16/10
	<hr/> \$19,495.00	