



## **CITY OF MILPITAS AGENDA REPORT (AR)**

<b>Item Title:</b>	<b>Approve Amandalynn Design Proposal for Montague Pedestrian Overcrossing Public Art Selection and Appropriation from Public Art Fund to Public Arts Project (CP 3489)</b>
<b>Category:</b>	Community Services and Sustainable Infrastructure
<b>Meeting Date:</b>	4/20/2021
<b>Staff Contact:</b>	<b>Renee Lorentzen, Recreation and Community Services Director, 408-586-3409</b>
<b>Recommendation:</b>	Approve Amandalynn Design Proposal for Montague Pedestrian Overcrossing Public Art Selection and Appropriation from Public Art Fund to Public Arts Project (CP 3489)

### **Background:**

On November 17, 2020, City Council approved the FY 20-21 Arts Commission Work Plan including a project for mural art at the Montague Pedestrian Overcrossing. At its November 23, 2020 meeting, the Arts Commission approved parameters for a Call for Artists for a Montague Pedestrian Overcrossing Mural with a budget of \$15,000. The call was released in December and publicized on the California Arts Council website and Craigslist, and was shared with artists who have previously expressed interest in doing public art for Milpitas, as well as other Bay Area muralists.

A total of nine design proposals were received, with eight qualifying for presentation to the Arts Commission. The proposals were presented to the Arts Commission at its regular meeting on January 25, 2021. Members of the Arts Commission provided feedback on the designs and narrowed the field to four finalists:

- 1) Amandalynn
- 2) Adrian Litman
- 3) ORLUArts
- 4) Ryan Petersen

The Commission requested staff conduct community outreach on the four finalists' proposals and return to the Commission with public input.

Staff released a virtual survey inviting the surrounding residents and general public to review the designs and artists' statements, then provide comments and rank the artwork. The survey was publicized on City social media channels and via the City Manager's newsletter. In addition, staff contacted management at The Edge apartments, adjacent to the public art site, and requested that it share the survey with residents. Ninety-one members of the public cast votes and left comments about the four designs.

The Arts Commission reconvened at a special meeting on February 8 to review public input, as well as unsolicited revisions offered by two of the four artists in response to commissioners' feedback at the January meeting. After a review of the community survey results, the Commission discussed the top three artist proposals: 1) Amandalynn, 2) ORLUArts, and 3) Ryan Petersen.

A motion by Vice Chair Ghose, seconded by Chair Agg, to recommend the design by ORLUArts resulted in split vote with two ayes and two nays. Commissioners discussed at length during and after the votes since they were unable to arrive at a consensus. They agreed that each design had strong merits.

The Commission discussed the fact that overall public preference was for Amandalynn’s design, but the results were fairly close. They also discussed the fact that the ORLUArts proposal had a more obvious historical connection and was unlike designs they had seen elsewhere.

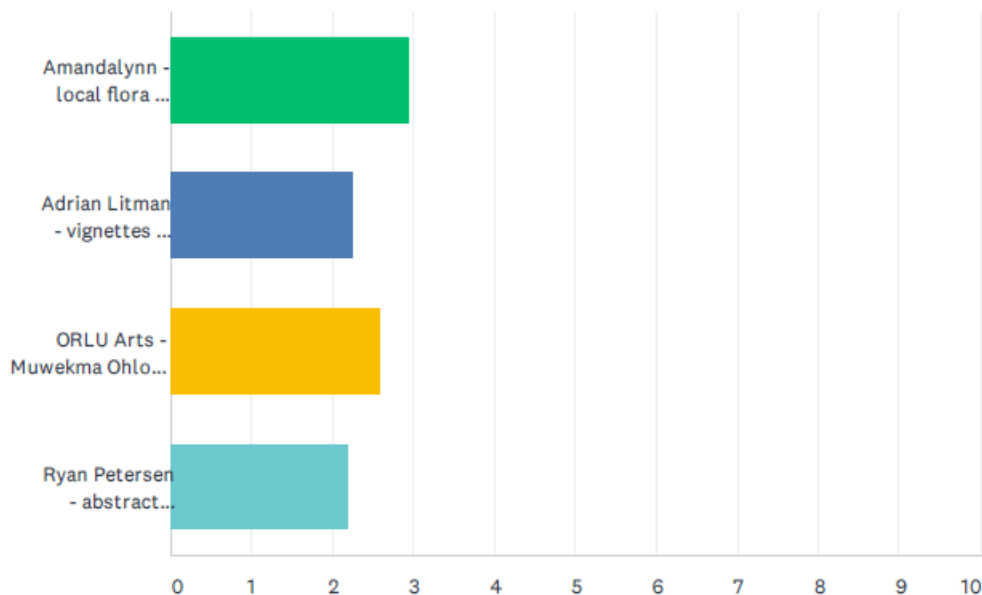
### **Analysis:**

The Art Commission and City staff are in agreement that any of the three finalists that were supported by the Commissioners are very qualified and would be equally capable of executing their proposed design in a professional manner that would reflect well upon the City.

Below is a table showing the results of ranked voting, where four points were awarded to a member of the public’s first choice, three to their second choice, and so on.

## Q6 Please rank the choices.

Answered: 98 Skipped: 103



	1	2	3	4	TOTAL	SCORE
Amandalynn - local flora and fauna	36.73% 36	31.63% 31	21.43% 21	10.20% 10	98	2.95
Adrian Litman - vignettes of Milpitas history	16.33% 16	17.35% 17	41.84% 41	24.49% 24	98	2.26
ORLU Arts - Muwekma Ohlone pattern with flowers and birds	22.45% 22	34.69% 34	22.45% 22	20.41% 20	98	2.59
Ryan Petersen - abstract vortex	24.49% 24	16.33% 16	14.29% 14	44.90% 44	98	2.20

As shown above, Amandalynn’s design scored the highest overall with 2.95 in ranked voting using a weighted average. Her design was the first-choice design for the highest number of respondents, 36 people; and last choice for the lowest number of respondents, 10 people. This design was the second choice for 31 people, a close second to ORLU Arts which received 34 votes for second choice.

In write-in remarks, the public described this design as “beautiful” and commented favorably on the nature theme and bright colors. Negative comments expressed concern that the design did not speak to Milpitas’ history and diversity and that it might be too busy or old-fashioned. In discussion with the Arts Commission, the artist indicated she was open to adapting the design with Milpitas’ specific wildlife or plants or adding a human figure as she has done in other works.

The ORLUArts design was the preferred second choice for the highest number of people, 34. It was first choice with 22 people, last choice for 20, earning 2.59 in ranked voting. The colorful realism of ORLUArts’ mural style held strong appeal but may be better suited for another location.

The Ryan Peterson design was the favorite among the second largest group, 24 people, but was also the least favorite for the largest number, 44 people, resulting the lowest ranked voting score, 2.20. While the abstract design certainly had strong proponents, it was also most polarizing. An abstract design may be better suited for another location.

The fourth ranked proposal by Adrian Litman had the fewest first place votes from the public and was not supported by any of the Arts Commissioners to move forward for City Council consideration. (The City’s public art collection already includes several works by Mr. Litman)

In response to public preference, Staff recommends that the Montague Pedestrian Overcrossing project be awarded to Amandalynn.

It is important to note that the attached proposals are design concepts. The recommended artist will work closely with staff as the art develops and/or changes are proposed by the artist. If, as a result of this creative process, the commissioned art is deviating significantly from the design concept, staff will return to Council for additional input.

#### **Policy Alternatives:**

**Alternative 1:** Select one of the other two finalists that had support from the Commission, ORLUArts or Ryan Petersen.

Pros: None.

Cons: Given the strong public feedback supporting Amandalynn, additional public outreach may be necessary and the art project would be delayed.

Reason not recommended: There is strong public feedback supporting Amandalynn as the first choice for this project.

#### **Fiscal Impact:**

Sufficient funds are available in the Public Art Fund and can only be used for public art expenditures, such as this type of project. An appropriation of \$15,000 for this project is needed from Public Art Fund to Public Arts Project (CIP 3489) to cover project costs.

#### **Recommendation:**

Approve Amandalynn Design Proposal for Montague Pedestrian Overcrossing Public Art Selection and Appropriation from Public Art Fund to Public Arts Project (CP 3489)

#### **Attachments:**

1. Amandalynn resume, portfolio and proposal
2. ORLUArts resume, portfolio and proposal
3. Ryan Petersen resume, portfolio and proposal
4. Montague Pedestrian Overcrossing Mural public survey results
5. Budget Change Form