



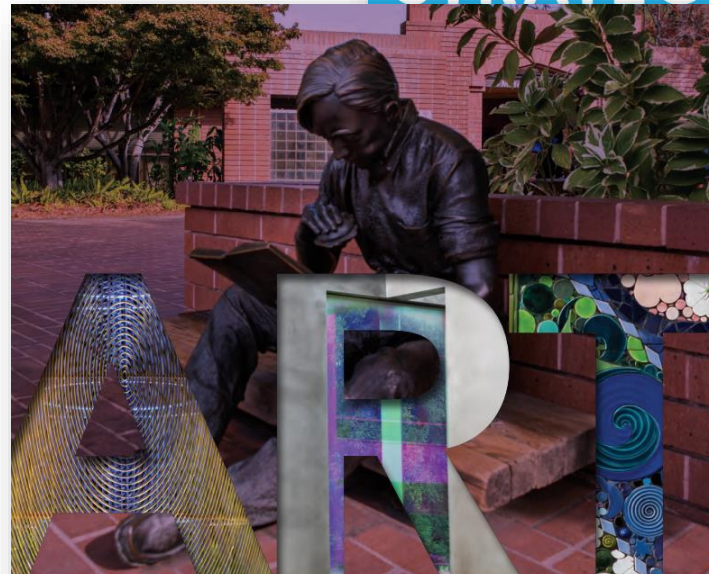
# Public Art Master Plan

May 6, 2025



# Public Art Master Plans

Public Art Master Plans help create vibrant and engaging public spaces by providing a framework for the selection, installation, and maintenance of public art in a city.



## Master Plan for Public Art

Created in cooperation with the Cultural Planning Group  
November 2020

### Public Art NEXT!

#### San José's New Public Art Master Plan

Submitted by:

Todd Bressi, Brown and Keener Bressi  
Meridith McKinley, Via Partnership

Commissioned by:

City of San José  
Office of Cultural Affairs  
Public Art Program  
Barbara Goldstein, Director

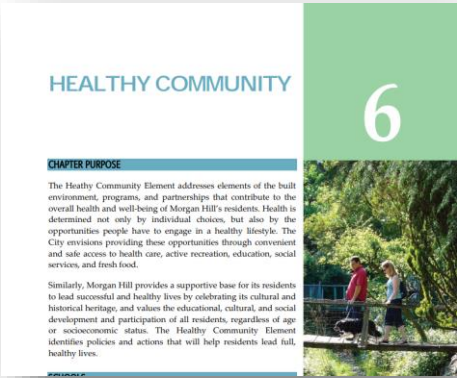
March, 2007



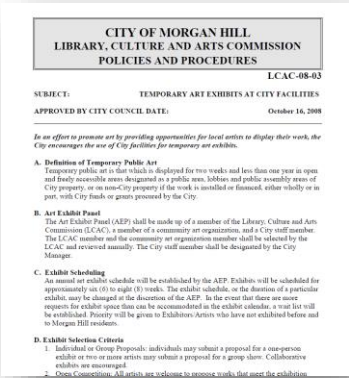
# Guiding Documents



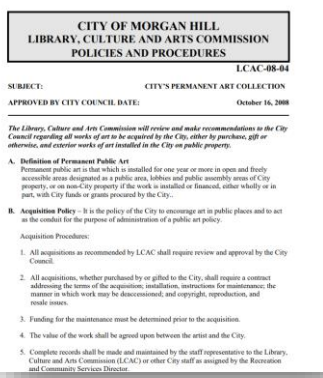
City of Morgan Hill  
General Plan 2035



Healthy Community  
Element - Culture &  
the Arts



LCAC P&P –  
Temporary Art Exhibits  
at City Facilities



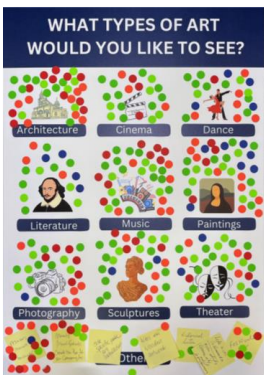
LCAC P&P –  
Permanent Art  
Collection

Inventory of Public Art in Morgan Hill									
No.	Title	Artist	Year Installed	Materials / Medium	Medium	Year	Status	Notes	Location
1	Morgan Hill City Seal	Mike	2011	Enamel Metal Sculpture	Enamel of Metal	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
2	A Tale of Two Cities in Sculpture	David Siskin	1999	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
3	City of Morgan Hill	Heidi M. Naves	2008	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
4	City of Morgan Hill	Heidi M. Naves	2007	City Seal	Enamel of Metal	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
5	Recreation	Rebecca Hancock	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
6	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
7	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
8	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
9	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
10	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
11	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
12	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
13	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
14	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
15	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
16	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
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18	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
19	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
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21	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
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23	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
24	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
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28	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
29	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC
30	Enamel of Metal	Enamel of Metal	2010	Enamel Metal Sculpture	Enamel	1999/2011	Completed	Morgan Hill City Seal	Inside CCC

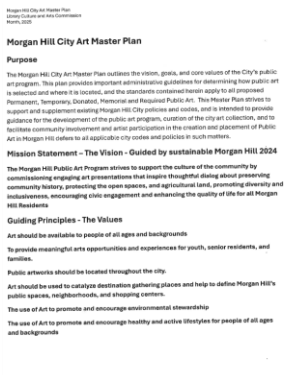
Public Art Inventory



2024 Public Art  
Symposium

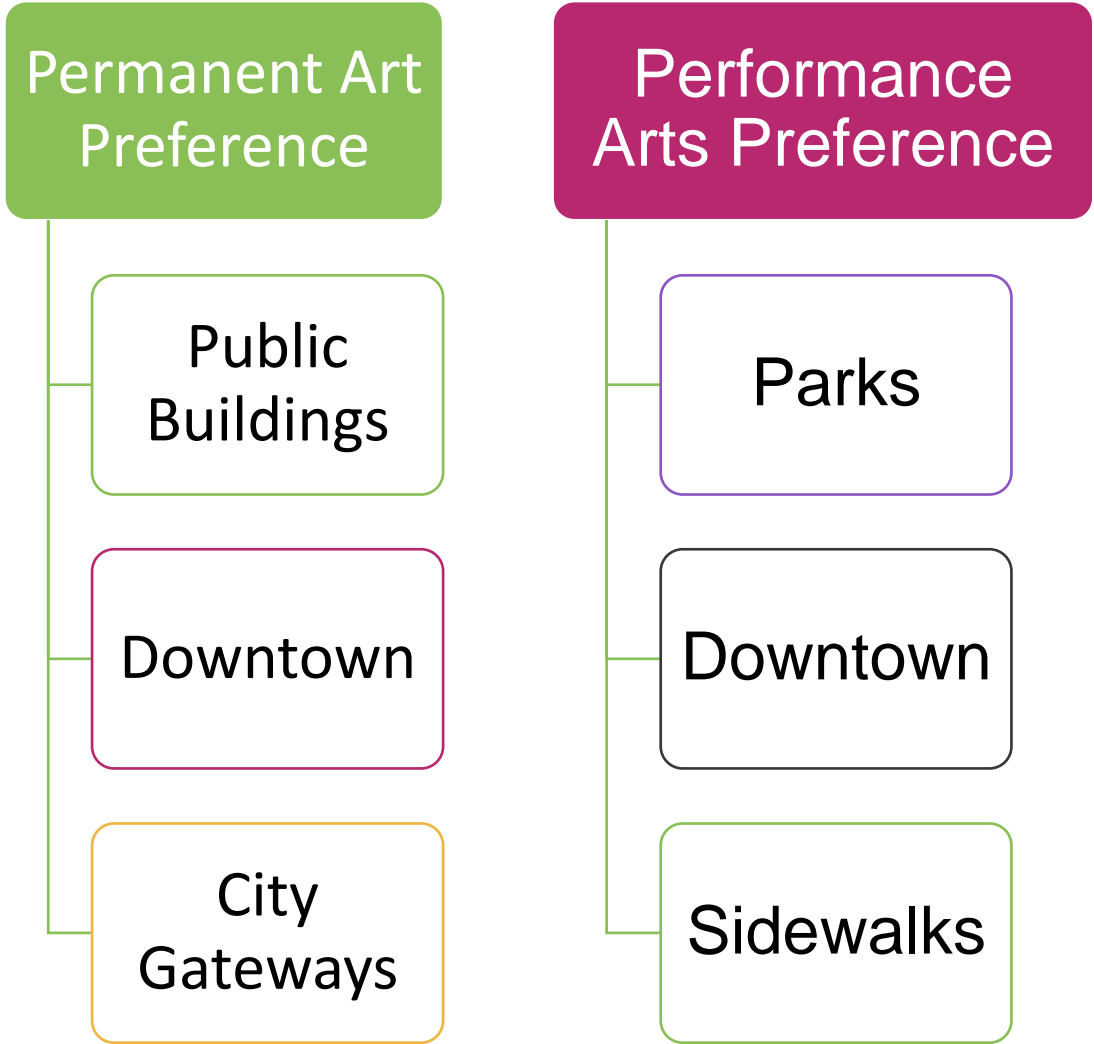


2024 Public Art  
Symposium Feedback



LCAC's Current Work  
Plan and Community  
Outreach

# Art Symposium Community Feedback



# Public Art Master Plan Key Components

1. **VISION STATEMENT**
2. **GOALS**
3. **OBJECTIVES**
4. **POTENTIAL SITES**

CAMP will guide the procurement of public art projects...(type, location).

# Community Outreach



# Process for Public Art Selection

Establish Vision and Goals

Identify Objectives and Locations

Funding and Budget

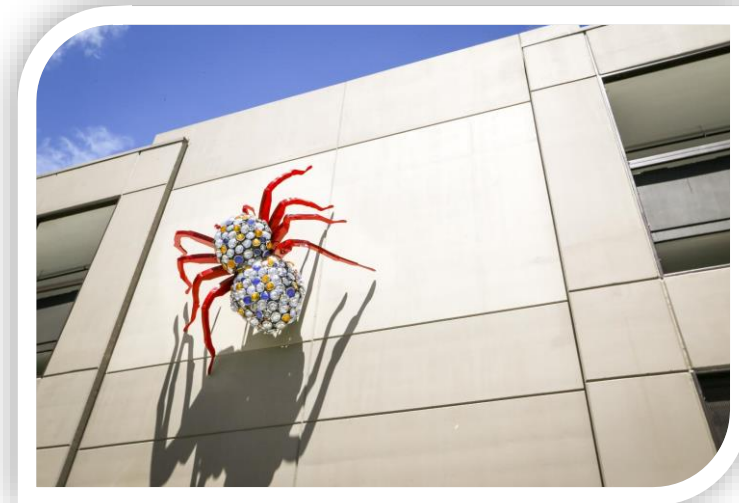
Establish budget for artist fees, materials, fabrication, installation, insurance, and potential maintenance

Artist Selection

Call for Artist, Jury, Evaluation Criteria, Interviews, Public Input

Fabrication and Installation

Dedication and Maintenance





# Stakeholders

## Community General:

Website, Flyers at city facilities, businesses, Email, 411 Newsletter

## Partner Organizations

MHUSD, Voices, Charter, Oakwood, MHCF, MHCC, MHDA, VMH, PBID, SCC, VW, Caltrans, VTA

## Art and Cultural Organizations

Local artists, SV Creates, SVCT, SVS, Cura Contemporary, Colibri, Poppy Jasper

## Groups

Youth, teachers, Spanish-speaking community

# Who is missing?



# Outreach and Engagement

- **Postcard Poll: "My Art Dream for Morgan Hill"**
  - Describe what is the primary goal of public art. Why is this important? (e.g., beautification, placemaking, education, economic development, fostering dialogue)
  - Distribute blank postcards at schools, senior centers, and events.
- **Community Quilt of Ideas**
  - What should public art represent in Morgan Hill? Describe key themes, values, cultural elements that should be represented in public art.
  - People create quilt squares with drawings, words, or images. Assemble and display as a large visual mural. Use at workshops, open houses, events.
- **Chalk Art Wall**
  - Imagine public art throughout Morgan Hill. What kind of overall feeling, image, or identity do you hope it contributes to our city?
  - Create one or two chalk wall and leave for a month with instructions and chalk. Potential locations: Downtown, Library, CCC or CRC.



# Public Art Survey



Public  
Art  
Survey

1. Tell us about you and how you identify your role with local arts and culture?
2. Identify cultural assets in Morgan Hill
3. What should public art accomplish?
4. What do you see as the primary goals of a public art program for our community (e.g., beautification, placemaking, education, economic development, fostering dialogue)?
5. Considering Morgan Hill's past, present, and future – what key themes, values, or cultural elements you believe are important to be represented through public art?
6. Imagine public art throughout Morgan Hill. What kind of overall feeling, image, or identity do you hope it contributes to our city?  
Tell us about your preferences regarding public art:

# Public Art Survey Cont....



## Public Art Survey

### A) Permanent VS. Temporary

- a. All Permanent
- b. Mostly Permanent
- c. All Temporary
- d. Mostly Temporary
- e. Both, Permanent and Temporary

### B) Historic Vs Contemporary

- a. All Historic
- b. Mostly Historic
- c. All Contemporary
- d. Mostly Contemporary
- e. Both, Historic and Contemporary

### C) Playful Vs. Serious

- a. All Playful
- b. Mostly Playful
- c. All Serious
- d. Mostly Serious
- e. Both, Serious and Playful

### D) Spread out Vs. One Location

- a. Spread Across the City
- b. Mostly Around the City
- c. Mostly in One Area

# Questions?