



Action to Initiate Public Comment for the Community Arts Center Project

Item 23-1025

August 15, 2023



Agenda

- Project Overview
- Project Vision
- Project Goals
- Schedule/Community Engagement



PHD Development Overview

- 10-15 year build-out to include additional recreation facilities

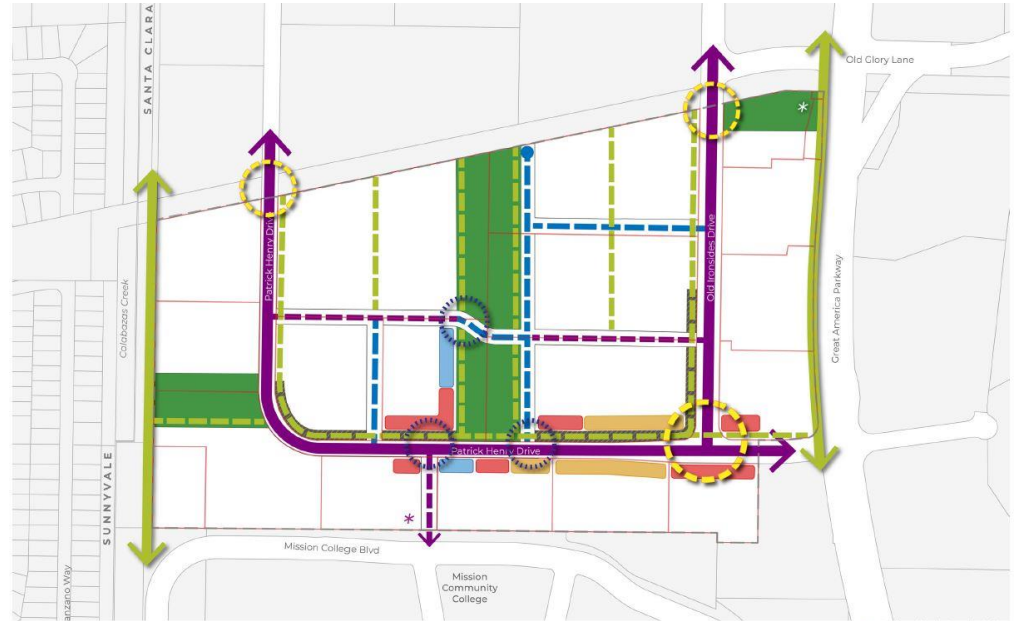


FIGURE 4.2A: URBAN DESIGN FRAMEWORK



Public parkland only required with residential development
 Proposed roadway is based on pending approval from the College

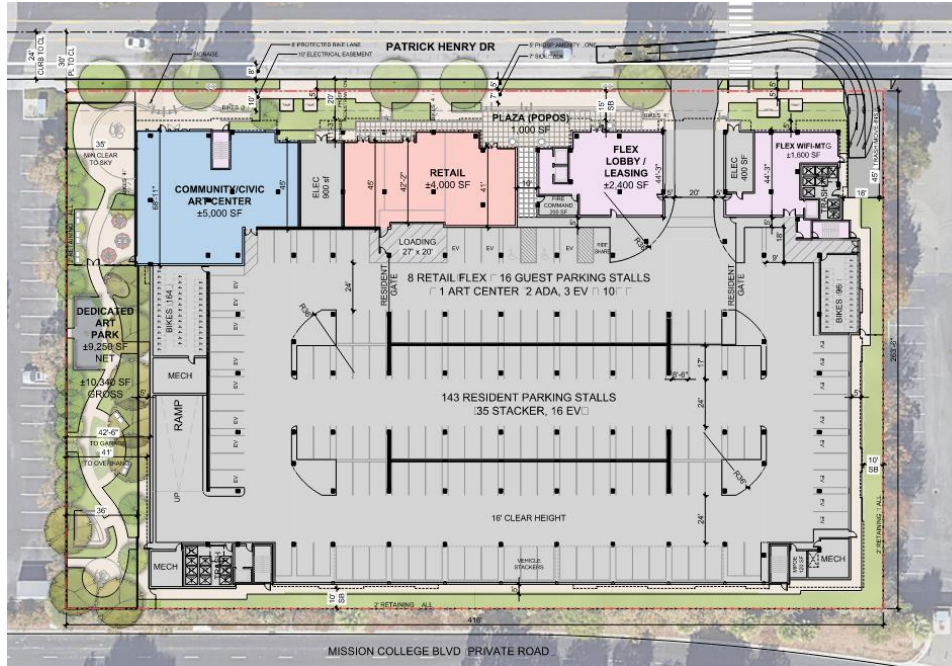


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Project Overview



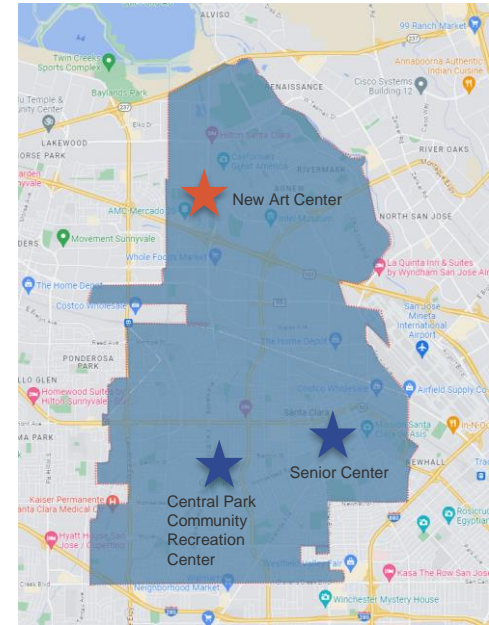
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Creating Community Access

- Creating art recreational facility for north Santa Clara neighborhoods
- First recreational facility in Patrick Henry Development adjacent to the Art Walk Park
- Expanding art access beyond Projected Demographics for housing development
 - Multi-cultural, multi-ethnic, multi-generational

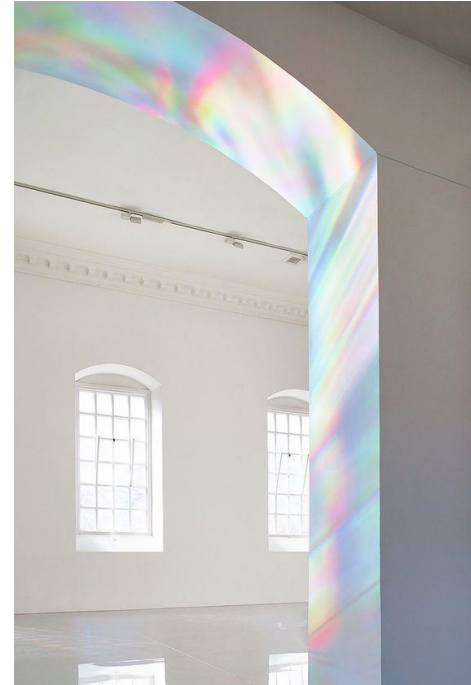




Your Feedback

What was the last impactful art maker space you visited?

What did you like about it?





Project Vision

- Light, bright, and engaging hub encouraging creativity and connection
- Meets program needs for flexible classrooms, staff office, service space, and ample storage





Art Center Design

- Durability
- Sustainability
- Sound Attenuation
- Ventilation
- Flexibility





Project Goals

- Creating Community Access to Diverse, Inclusive, and Multi-Generational Arts Programming
- Resilient Business Plan - Cost Recovery Policy/future needs
- Synergy with adjacent Art Walk
- Tenant of Summerhill Apartment Community (SHAC)



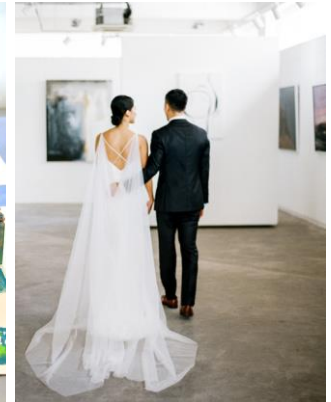
Your Feedback

How can we make this facility welcoming for the current and future Santa Clara community members?



Resilient Business Plan

- Market/capacity
- Who are the future/current customers?
- How do they pay?
- How do you sustain programs over time?





Resilient Business Plan



EXPENSES

- Full Time Staff
- Part Time Staff
- Contractual Staff
- Commodities
- Contractual Obligations
- Capital Improvement Allocation

- Programs
- Memberships
- Rentals
- Endowment
- Other

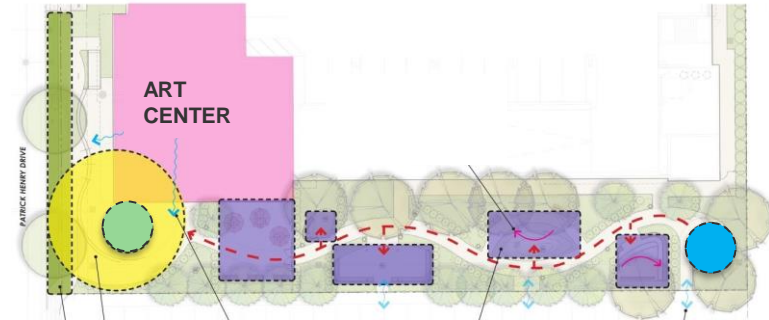


REVENUE

Exterior Art Walk Synergy

- Coordinate new Art Center programming with Art Walk “classrooms”
- Consider visibility, privacy and sightlines for art center users

Art walk
“classrooms”





New Art Center Parameters

- Tenant of Summerhill Apartment Community
- Planning Commission approved Vesting Tentative Map includes:
 - 5,000 SF ground floor anchor tenant space
 - Exterior building design
 - Consideration to the Development and resident community



Engagement Strategy

- Identify stakeholders + Be inclusive
- Receive community feedback
- Communicate project parameters
- Reflect the community priorities
- Co-create arts programming





Your Feedback

What do you believe is needed in the facility for it to be successful? What programs would you like to see in this space?



Engagement Events

- Online Survey, August - September
- General Community – Art & Wine Festival, September 16th
- Commission Outreach
 - Cultural, October 2nd
 - Youth and Senior Advisory, October 10th



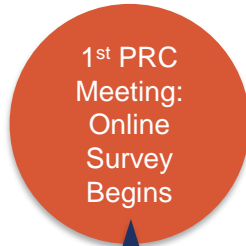


Engagement Schedule

May 30, 2023



Aug. 15, 2023



Sep. 16, 2023



September



Oct. 2 & 10, 2023



Jan. 2023





Recommendation

Initiate the Community Outreach Process for the Santa Clara
Community Art Center Project