

Public Art Program Overview

Public Arts Strategic Plan

FY 21-24 Strategic Plan

- Defines **five strategic goals** for Santa Rosa's arts ecosystem
- Provides **implementation strategies** and **action items**
- Aligns arts initiatives with **Citywide goals**

Public Art Master Plan

Strategic Framework

- Defines **Vision, Mission, and Goals**
- Establishes **Creative Zones** and priority areas
- Recommends **policies and procedures**:
 - Selection panel process
 - Public Art Guidelines
 - Criteria for proposal review
 - Staffing recommendations

Public Art Policy

Operational Framework

- Defines **funding structure**
- Outlines **annual work plan** and **project plan** process
- Provides **selection criteria**
- Details **public art processes** (*gifts, loans, removals*)
- Clarifies **role of APPC** (Art in Public Places Committee)

Public Art in Private Development

Implementation Framework

- Establishes **1% for Art Ordinance**
- Includes **preliminary and final application** steps
- Provides **developer flowchart**

Forms

Program ongoing applications

- **Public Art Proposal Form** - for temporary or permanent art proposed by community member or organization
- **Street Performer Permit** - *Application process*
- Apply to sit on an **Arts Selection Panel**
- Apply to **exhibit at Finley Center** (*must be a group or organization*)



Art in Public Places Committee Overview

Duties as outlined in Public Art Policy 000-42

The APPC will:

- Review amendments to the Public Art Policy and provide recommendations to Council for approval.
- Review and adopt guidelines for decision-making processes and criteria.
- Review and approve the Annual Work Plan.
- Provide guidance to the Arts Coordinator in the development of the Public Art Expenditure Plan and recommend to City Manager or his/her designee for approval through the annual budget process.
- Review and approve Public Art Project Plans.
- Review and approve the selection of artists and development of concepts for Public Art projects commissioned through the Public Art Fund.
- Serve as the Selection Panel for certain projects commissioned through the Public Art Fund.
- When recommended by the City Manager or his/her designee, review and provide feedback on projects proposed by developers in fulfillment of the City's Development Requirements for Public Art.
- Review and advise on gifts and loans of Public Art to the City.
- Review and approve proposals for murals that receive City funding or are located on City property.
- When requested by a City Council member or members, assist with recruiting applicants for APPC vacancies.



All documents available at

SRCity.org/ARTS

Connect with us

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HUB
OF
PUBLIC
ART**