



Public Art Project Plan – Final Draft

Project Title: Imagine Art – Old Courthouse Square Public Art

Creative Zone: Courthouse Square

Initiation Date: 8/26/2019

Approved by APPC:

Description Brief description of the project	This public art opportunity is for an artist or team of artists to design, fabricate and install site-specific public art at the terminus of Mendocino Avenue at the north end of Old Courthouse Square.
Goals What will be achieved through the commission and placement of this artwork?	The goal of this completed project is to provide the entire Santa Rosa community with a prominent artistic symbol that reflects the uniquely Santa Rosa values of innovation and cultural inclusivity. This art installation should inspire people living in, and visiting, our city to reflect on what is special about our community and encourage them to gather downtown to experience it first-hand. The artist or artist team selected for this project will create a dynamic public art installation that contributes to a vital, thriving space to connect with each other and with the space. The public art should be forward-thinking and expresses the innovation, diversity, and engagement of the community. The public art should help create a sense of place for Old Courthouse Square. The selected artist(s) will have access to responses to a community survey to assess initial aspirations for the public art.
Eligibility Who can apply?	Practicing, professional artists residing in the United States.
Site Where will the art be placed? What must the artist consider when designing a piece for this site?	Old Courthouse Square is a central public plaza in the heart of downtown Santa Rosa. The approved Old Courthouse Square Master Plan identifies an area along 4th Street, at the terminus of Mendocino Avenue to be dedicated to public art. The square is seen by many as the heart of the downtown and even the city and is regularly used for a variety of special events and community gatherings. The public art installation should take into account the existing and proposed amenities at the square, including landscaping, hardscape, lighting and public art. The “canvas” for this project can include any portion identified in the attached site diagram including all surfaces,
Site (continued)	



	existing or to be newly constructed as part of this project. Projects that are interactive and engage visitors are encouraged.
History & Context	Old Courthouse Square gets its name from the first courthouse on the site, dedicated by General Vallejo in 1884. The 1906 earthquake destroyed that building and much of Santa Rosa. Another courthouse was built on the site in 1908 and served as the county courthouse for another 58 years before being demolished in 1966. From 1967 to 2016, the square was bisected by a major thoroughfare connecting Santa Rosa Avenue and Mendocino Avenue. Old Courthouse Square was reunified in 2017. Granite slabs that served as the steps of the 1908 courthouse were saved and incorporated to form the frame around the lawn which is representative of the footprint of the original courthouse on the square. Reclaiming this public square in the center of downtown Santa Rosa was a statement by the community of its value on the importance of a communal, public gathering space. It also offers a chance to make a statement about how art plays a specific role in reflecting a community's identity and in inspiring its aspirations for the future. Santa Rosa is the largest city in Sonoma County with an estimated population of 177,586. The city operates as the county seat and serves a wider county population of 500,000.
Roles & Responsibilities	
Arts Coordinator/Project Manager	Prepare Project Plan and RFQ, issue RFQ, pre-screen applications, form selection panel, facilitate selection process, facilitate community engagement activities, notify applicants, prepare and manage artist contract, and monitor fabrication and installation.
Advisory Committee	Develop project goals, community engagement process, selection criteria and recommend to Art in Public Places Committee. Serve as liaisons to the community, advocates for the project.
Selection Panel	Review application materials using established criteria, select finalists, evaluate finalists' proposals using established criteria, select one artist for the project, and recommend selection to the Art in Public Places Committee (APPC).
Art in Public Places Committee	Approve Project Plan, RFQ, approve final artist and artwork selection.



Artist(s)	Submit application and qualifications; if selected as a finalist, submit design concept proposal; if selected to complete the project, finalize design; meet with Art in Public Places Committee, staff and community representatives as needed, to develop work appropriate for project context; fabricate, install and document the artwork at the site.
Selection Process Open Competition, Limited or Invitational Competition, or Direct Selection? Identify Selection Panel members. Describe selection process. Describe the selection criteria for artist qualifications.	Open competition: Request for Qualifications Selection Panel will include a total of 7 members: - 2 APPC members - 2 arts professionals - Representatives from the following: - o DAO - o City of Santa Rosa - o General community/neighbors Applications will be prescreened by the Arts Coordinator and then presented to the Selection Panel. The Selection Panel will identify and recommend three finalist artists based on the project criteria. Art in Public Places Committee members will have access to review all applications during this time. The finalists will be invited to submit a specific proposal for which they will be paid an honorarium. All finalists will be expected to attend an orientation to learn more about the project site and materials prior to developing a specific proposal for the project. Using the project criteria, one artist will be selected to complete the project. The Art in Public Places Committee will approve the final artist selection recommended by the Selection Panel, and the final artwork design. The Art in Public Places Committee also reserves the right to decline any or all applications, or artist(s) recommended by the selection panel, and to reissue the RFQ for additional artist candidates. - Artistic excellence, originality and innovation as evidenced by representations of past work in photos provided. - Appropriateness of the artist's medium and style for this project. - Experience developing artworks for public, outdoor environments.

Describe the selection criteria for design proposals.	- Experience, success and/or interest in creating public artworks in collaboration with an active stakeholder group, including community outreach. - Experience with projects of similar scope and scale, or comparable professional experience to handle the requirements of working in the public sector. - Availability to participate in the design, approval and implementation of the project, and complete installation by the deadline. - Artistic excellence, originality and innovation as evidenced by quality of proposal for this project. - Appropriateness of the artist's proposed medium, style, and project concepts. - Demonstrated understanding and incorporation of the stated goals of the project. - Proposed artwork should be suitable for permanent outdoor placement, and address durability, maintenance and public safety concerns. - Proposed artwork should be an effective balance of size and scope of design and choice of materials, to ensure that the finished installation is of sufficient prominence to capture the positive attention of the public. - Proposal includes description of how collaboration with active stakeholder group, including community outreach, might occur. - Demonstrated sensitivity to address the potential impact of the project on public citizens. - Availability to participate in the design, approval and implementation of the project, and complete installation by the deadline. - References.
Stakeholders List additional community members that will be involved with this project.	Participating artists, City Government Officials, Santa Rosa citizens, media partners (print and electronic), community arts organizations, Downtown Action Organization, downtown businesses.
Budget Total Project Budget: Artist Commission - Artist Fee (15%) - Fabrication/Installation (80%) - Contingency (5%)	\$300,000 \$280,000 \$ 42,000 \$224,000 \$ 14,000 (All inclusive – design and construction). This amount is inclusive of all costs associated with this public art project



	including, but not limited to, artist fees, other consultants' and subcontractors' fees, insurance, engineering, permits, materials, fabrication, transportation, installation (including any site modification beyond City responsibility), artwork plaque and post installation documentation.
Artist Honorariums	\$6,000 (\$2,000 x 3 finalists)
Community Engagement & Events	\$2,000
Marketing & Outreach	\$2,000
Site Prep Contingency (City responsibility)	\$10,000
Anticipated Timeline	
Project Plan approved by APPC	November 18, 2019
RFQ published	November 19
Application deadline	January 6, 2020
Selection process, part 1	January 13-17
Finalists (3) invited to submit design concept proposals	January 21
Project orientation for finalists	February 3
Proposal deadline	March 30
Public display of proposals & other engagement opportunities	April TBD
Selection process, part 2	April
Selection Panel makes final recommendation to APPC	May 4
Contract negotiation	May – June
Installation and Completion	September 2021