

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
SUBJECT: DRAFT PUBLIC ART MASTER PLAN
STAFF PRESENTER: TARA THOMPSON, ARTS COORDINATOR
AGENDA ACTION: STUDY SESSION

ISSUE

This report is provided for a study session in which the Council will review a draft Public Art Master Plan and provide feedback to staff that will lead to a final document for consideration and approval at a future City Council meeting.

COUNCIL GOALS AND STRATEGIES



Relates to Council Goal 4: “Maintain and Enhance Our City’s Historical, Cultural and Recreational Assets.” The goal of the Public Art Program is to enrich civic life, give voice to Santa Rosa’s unique creative spirit, and galvanize Santa Rosa’s reputation as an arts destination.

BACKGROUND

In 2012, the Public Art Program in the Recreation and Parks Department was awarded an Our Town Grant from the National Endowment for the Arts to develop a Public Art Master Plan. Todd W. Bressi, a public art consultant from Philadelphia, was contracted to develop the plan.

ANALYSIS

The draft plan includes recommendations related to where to install new projects, what types of projects should be supported, how and when to partner with other organizations, and how to restructure the Art in Public Places Committee (APPC) to improve effectiveness. Public Art Master Plan recommendations will be reflected and implemented through future amendments to the Public Art Policy.

The planning process included broad community engagement and public participation through surveys, interviews, meetings, lectures, and workshops. To inform other boards and commissions of the development of this plan, staff presented the draft to the Design Review Board, Board of Community Services, Planning Commission and Cultural Heritage Board to gather feedback. City Council will have an opportunity to provide feedback to staff during the Study Session that will lead to a final document for consideration and approval at a future City Council meeting.

RECOMMENDATION

This report is provided as information only.

Author: Tara Thompson

Attachments:

- Attachment 1 - Draft Public Art Master Plan dated September 29, 2014