



Public Art Master Plan

City Council Study Session
November 18, 2014

Background & Process

- National Endowment for the Arts Grant
- Consultant Todd W. Bressi
- Advisory group: Art in Public Places Committee, community, staff
- Legislative research, public outreach, community workshops
- Document – drafts and edits

Review Draft Master Plan

- Internal review City departments, Exec staff
- Draft dated 9/29/14
 - Art in Public Places Committee (10/6)
 - Design Review Board (10/16)
 - Board of Community Service (10/22)
 - Planning Commission (10/23)
 - Cultural Heritage Board (11/5)

Vision & Mission

➤ Vision

- The Public Art Program will enrich civic life, give voice to Santa Rosa's unique creative spirit, and galvanize Santa Rosa's reputation as an arts destination.

➤ What will the Public Art Program do?

- Develop projects collaboratively
- Review projects initiated by developers
- Review projects, gifts and loans proposed for City property
- Review murals - publicly funded or on City property
- Organize exhibitions- City facilities
- Manage existing collection

Creative Zones

- Specific locations in the city and general types of places that are priority considerations for public art
- Open-ended enough to allow for a variety of projects
- Progress by project development and programming or by adding projects one-by-one over time
- Zones evolved from many community discussions
 - Complement Santa Rosa
 - Greatest impact

Creative Zones

- Downtown/Arts District Streetscapes
- Downtown/Arts District Precincts
- SMART Stations
- Prince Memorial Greenway
- Creeks & Trails
- Parking Garages
- Parks
- Santa Rosa High School
- Bicycling Infrastructure
- Gateways



Downtown/Arts District Precincts:
Courthouse Square Activation



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Creeks & Trails



Parking Garages



Bicycling Infrastructure

Implementation

- Annual Work Plan
 - Identifies the Creative Zone the program will focus on and which projects will be initiated
 - Developed collaboratively by staff and APPC
- Public Art Project Plan
 - Each project in the Annual Work Plan
 - Guides planning and execution
 - Goals, location, budget, funding, timeline, artist selection, community engagement, marketing

Public Art Guidelines

- Developed to provide clarity in decision-making process for each category of project:
 - City-initiated projects
 - Public Art in Private Development
 - Gift and Loans
 - City-funded murals

Public Art in Private Development

- Information and Intake
- Implementation
 - Intake meeting, preliminary Art Application, artist selection and concept review, final Art Application OR fee payment (in-lieu)
- Closeout
 - Inspection, maintenance covenant

Administrative Recommendations

- Staffing and Funding
- APPC reorganization
- Ongoing public participation
- Inventory, maintenance, conservation
- Public Art Policy revisions
 - No changes proposed for Chapter 21-08

Next Steps

- Revisions = final draft
- Art in Public Places Committee
- City Council approval