



# 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





Downtown/Arts District Precincts:  
Courthouse Square Activation





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