

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





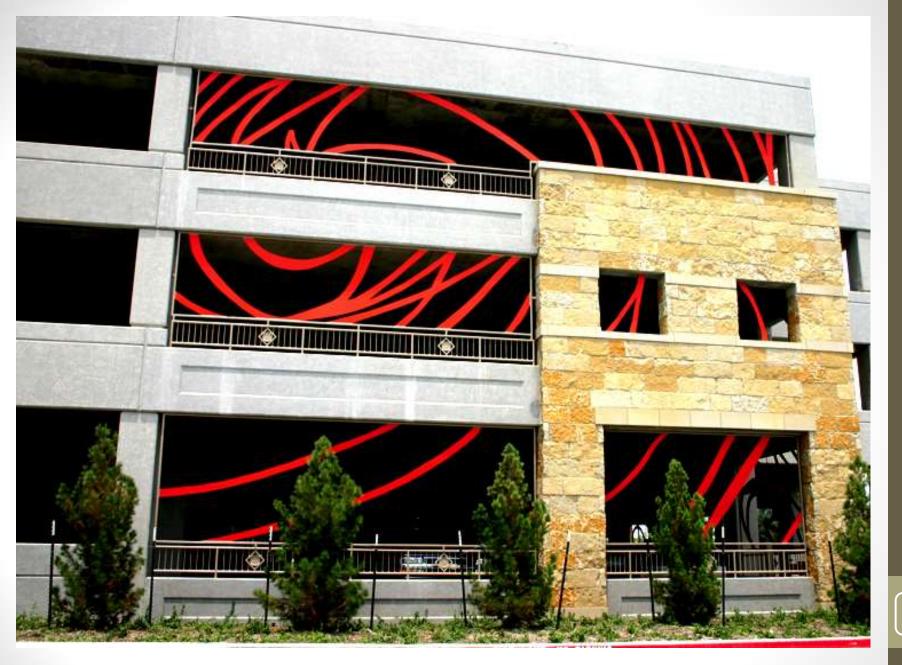
Downtown/Arts District Precincts: Courthouse Square Activation [7]



Downtown/Arts District Precincts: Courthouse Square Activation 8



Creeks & Trails



Parking Garages

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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