

Police Fence Mural Project

Project Overview and Selection Panel Nominations

Art in Public Places Committee

October 7, 2024

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Project Background

- The Santa Rosa Police Department will replace the chain link fence with a solid metal fence.
- Unscalable, provides safety and security for staff
- Santa Rosa Police Department approached Public Art Program to assist in beautifying this location and encourage community/youth involvement.



Project Location

- 125 Brookwood Ave



Artwork Area

- Black corrugated metal with steel posts
- Fence dimensions 255 feet long x 8 feet tall



About

- The City of Santa Rosa is committed to enriching the community with Public Art through **diverse programs that foster community engagement and vibrancy**. This project seeks to enhance Santa Rosa's character with meaningful artwork, creating an engaging and visually appealing environment.
- The public mural is to be created as a one-of-a-kind work to enhance the beauty, creativity, and community in Santa Rosa. Selected artists or teams are asked to **collaborate directly with the youth** of Santa Rosa in the design and/or execution of this community mural, ensuring the artwork reflects **local values and perspectives**.
- This mural is funded by the Santa Rosa Police Department



Project Goals

- **Community Engagement:** **Foster community pride** by involving Santa Rosa youth directly in the design and/or implementation of the mural. This collaboration aims to ensure that the artwork reflects the values and perspectives of the local community
- **Enhance Public Space:** Transform the exterior fence of the Santa Rosa Police Parking Lot into a vibrant, **visually appealing** space that contributes positively to the city's environment and character.
- **Promote Artistic Expression:** Provide an opportunity for artists to showcase their creativity while working on a project that has **meaningful impact** and visibility in the community.
- **Strengthen Community Ties:** Use art as a medium to build bridges between the police and the community, fostering a sense of unity and mutual respect.
- **Support Youth Involvement:** Empower local youth by engaging them in a collaborative artistic process, offering them valuable experience and a sense of ownership in the final mural.



Project Budget

- The maximum project budget is \$9,000 and should be inclusive of all artist fees, and all expenses related to design development, materials, travel, installation of the artwork, insurance, and all other project related expenses. Finalists invited to submit specific proposals will receive an honorarium of \$250 for the design of their proposed project.

Request for Qualifications

Eligibility: This Request for Qualifications (RFQ) is open to all artists or artist teams residing in Sonoma County. Artist(s) applying need to demonstrate the ability to execute a successful mural project based on project goals.

Estimated Project Timeline:

- **Request for Qualifications:** September 15, 2024 – October 31, 2024
- **Selection Panel Review, finalists selected:** November 2024
- **Request for Proposals:** December 1, 2024 – January 30, 2025
- **Selection of Artist / APPC Approval:** February 2025
- **Contract and final design phase:** February- May 2025
- **Mural Installation:** June– July 2025



Recommended Action

Nomination of two Art in Public Places members to serve on the Art Selection panel
for Police Fence Mural Project

