

Public Art Project Plan

Project Title: Coffey Park Public Art

Creative Zone: Parks

Initiation Date: 12/3/18

Approved by APPC:

Description Brief description of the project	This public art opportunity is for an artist or team of artists to design, fabricate and install public art in Coffey Neighborhood Park, in conjunction with the redesign/rebuild of the park post-fire.
Goal What will be achieved through the commission and placement of this artwork?	The artist or artist team selected for this project will be required to undertake research and discussion with key stakeholders and thoughtfully engage the Coffey Park neighborhood to develop a concept proposal for the public art project. From preliminary surveys of the neighborhood, residents indicate a preference for functional public art, such as seating and playground equipment. The public art should be integrated into the design of the park as much as possible. Design elements should reflect the identity and resiliency of the Coffey Park neighborhood and respectfully commemorate the Tubbs Fire.
Eligibility Who can apply?	Practicing, professional artists residing in California.
Site Where will the art be placed? What must the artist consider when designing a piece for this site?	Northwest Santa Rosa. The park is located at the heart of the heavily fire-damaged Coffey Park Neighborhood. The Tubbs Fire in October 2017 claimed 4 lives and destroyed approximately 1,300 homes in the Coffey Park Neighborhood alone. At Coffey Neighborhood Park, all 5.85 acres burned, including all landscape, irrigation, electrical, two playgrounds, picnic areas, monument sign, fence, turf and pathways. The proposed public art should be contained to the park property.
Roles & Responsibilities Arts Coordinator Selection Panel	Prepare Project Plan and RFQ, issue RFQ, pre-screen applications, form selection panel, facilitate selection process, notify applicants, prepare and manage artist contracts, and monitor fabrication and installation. Review application materials using established criteria, select short list of artists to interview, evaluate interviews using established criteria, select one artist for the project, and

Art in Public Places Committee Artist(s)	recommend selection to the Art in Public Places Committee (APPC). Approve Project Plan, approve final artist selection, approve final design. Submit application and qualifications; if invited to interview, meet with Selection Panel in person or via video chat; if selected to complete the project, develop concept and design with engagement and discussion with the Coffey Park neighborhood; finalize design schematics to accurately convey the work's artistic intent, design, colors, materials, fabrication processes, production time. Provide scaled renderings, models and other visual material to adequately illustrate how the artwork will appear when installed at the site. Meet with Art in Public Places Committee, staff and community representatives as needed, to develop work appropriate for project context. Fabricate, install and document the artwork at the site. Involve the surrounding community during the installation process, as practical.
Selection Process Open Competition, Limited or Invitational Competition, or Direct Selection? Identify Selection Panel members. Describe selection process.	Open competition: Request for Qualifications Selection Panel will include a total of 7 members: - 2 APPC members - 2 artists/arts professionals - Representatives from the following: - o Coffey Park Neighborhood - o Design Team - o Parks Division Applications will be prescreened by the Arts Coordinator and then presented to the Selection Panel. The Selection Panel will identify and recommend a short list of 3-5 artists based on the project criteria. APPC members will have access to review all applications during this time. The short list of artists will be invited to interview with the Selection Panel. Using the project criteria, one artist will be selected to complete the project. The Art in Public Places Committee will approve the final artist selection recommended by the Selection Panel, and the final artwork design. The Art in Public Places Committee also reserves the right to decline any or all applications, or artist(s)

Describe the selection criteria.	recommended by the selection panel, and to reissue the RFQ for additional artist candidates. - Artistic excellence and originality as evidenced by representations of past work in photos provided. - Appropriateness of the artist's medium, style, and concepts as they relate to location and project goals. - Experience, success and/or interest in creating public artworks in collaboration with an active stakeholder group, including neighborhood outreach, in determining scope and development of plans and programs. - Experience developing artworks in outdoor environments/site design. - Availability to participate in the design, approval and implementation of the project, and complete installation by the deadline. - References.
Stakeholders List additional community members that will be involved with this project.	Coffey Strong, Coffey Park Neighborhood
Budget Total Project Budget: - Artist Fee (15%) - Fabrication/Installation (78%) - Contingency (7%)	\$50,000 \$ 7,500 \$39,000 \$ 3,500
Anticipated Timeline Project Plan approved by APPC RFQ published Application deadline Selection process, part 1 Short list of artists invited to interview Selection process, part 2 Selection Panel makes final recommendation to APPC Research & Design Development Presentation of Design	January 14, 2019 January 15 February 7 February 11-13 February 21-23 February 23-26 March 4 April - May May 6

Installation and Completion	June 2020
Unveiling/celebration event	TBD

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