

Art in Coffey Neighborhood Park

August 5, 2019

Presentation to Art in Public Places Committee

Project Timeline

- **Today:** present proposed artwork design to APPC
- **June, 2020:** fabrication completed
- **July, 2020:** installation of artwork

Project Background

- Input was gathered from the neighborhood during Park Master Planning process and incorporated into Call for Artists
- RFQ published on January 17, 2019
- Artist Selection Process
 - Selection panel
 - APPC approval on April 22, 2019
- Funding
 - Generous donations from Rotary of Santa Rosa West and Rotary International District 5130
 - Public Art Fund
- Artwork design developed with input and collaboration from the Coffey Park community, Carlile Macy design team and Parks Dept.

Neighborhood Input Timeline

- **Prior to August 2018:** Coffey Strong questionnaire to all members
- **August 4, 2018:** Master Planning workshop #1, 50 attendees
 - Master Planning survey #1
- **December 15, 2018:** Master Planning workshop #2, 29 attendees
 - Master Planning survey #2
- **January 26, 2019:** Master Planning workshop #3, 35 attendees
 - Master Planning survey #3
- **February 27, 2019:** Board of Community Services meeting
- **April 2, 2019:** City Council meeting
- **May 17, 2019:** Wowhaus presentation at Schafer Charter School student assembly, 100 attendees
- **June 8, 2019:** Wowhaus hands-on workshop, 50 attendees
 - Public Art survey #1, 82 responses
- **July 13, 2019:** Wowhaus presentation of design concept, 10 attendees
 - Public Art survey #2, 45 responses

Community Art Workshop #1

@ Schaefer School, June 8, 2019

Over 50 participants of all ages attended, sharing ideas and inspiration with Wowhaus. Participants worked at one or two “Creative Catalyst” stations:

- 1) Hands-on workshop with clay, pipe cleaners & other materials to explore ideas and consider possible art sites
- 2) Collage images and words to create a “Mood Board” to convey to a person who doesn’t speak your language the feelings you’d like to have when encountering the artwork
- 3) Brainstorming : Exploring concept, words, and ideas related to what values make “Coffey Strong”

> Next: Placed stickers on a Park Master Plan with preferred art sites.





WOWHAUS also spoke at a School Assembly at Schaefer School, talking with students



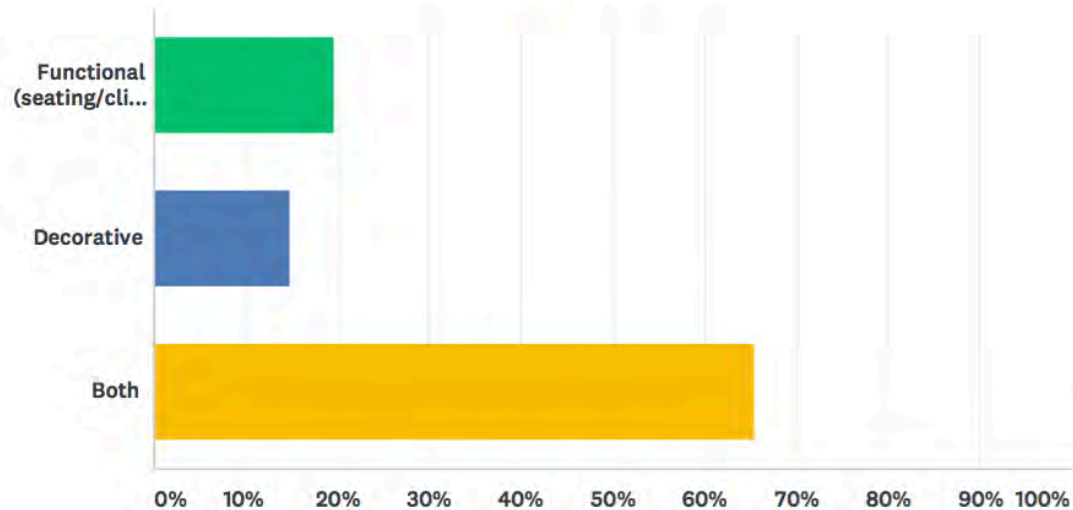
Public Art Survey #1 Results

- Survey results provide guidance to the artists as to the neighborhood's preferences and hopes for the artwork
- Survey identified universal/shared values that informed the design as well as potential concerns/issues
- 82 responses

Imagining Art in Coffey Neighborhood Park

Q4 Would you prefer that the art be:

Answered: 81 Skipped: 1

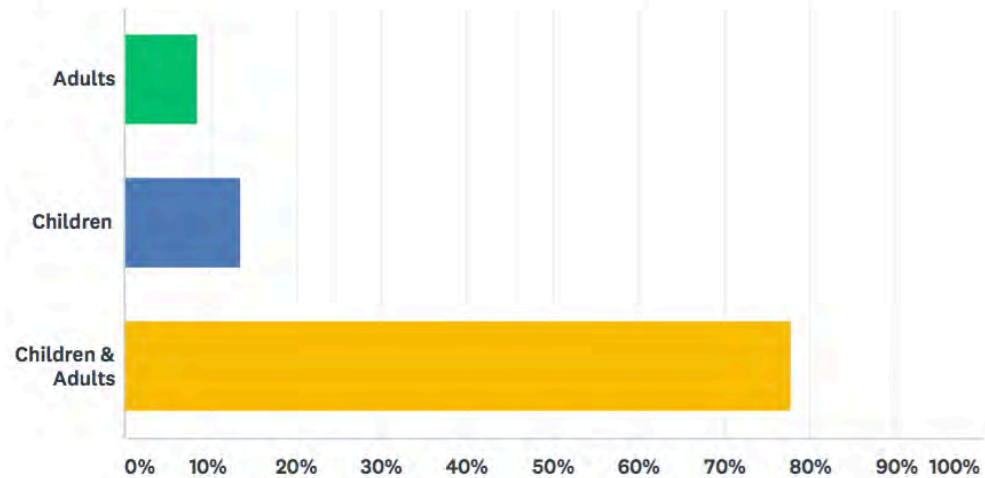


ANSWER CHOICES	RESPONSES	
Functional (seating/climbing/interactive)	19.75%	16
Decorative	14.81%	12
Both	65.43%	53
TOTAL		81

Imagining Art in Coffey Neighborhood Park

Q5 Would you prefer that the art be primarily for:

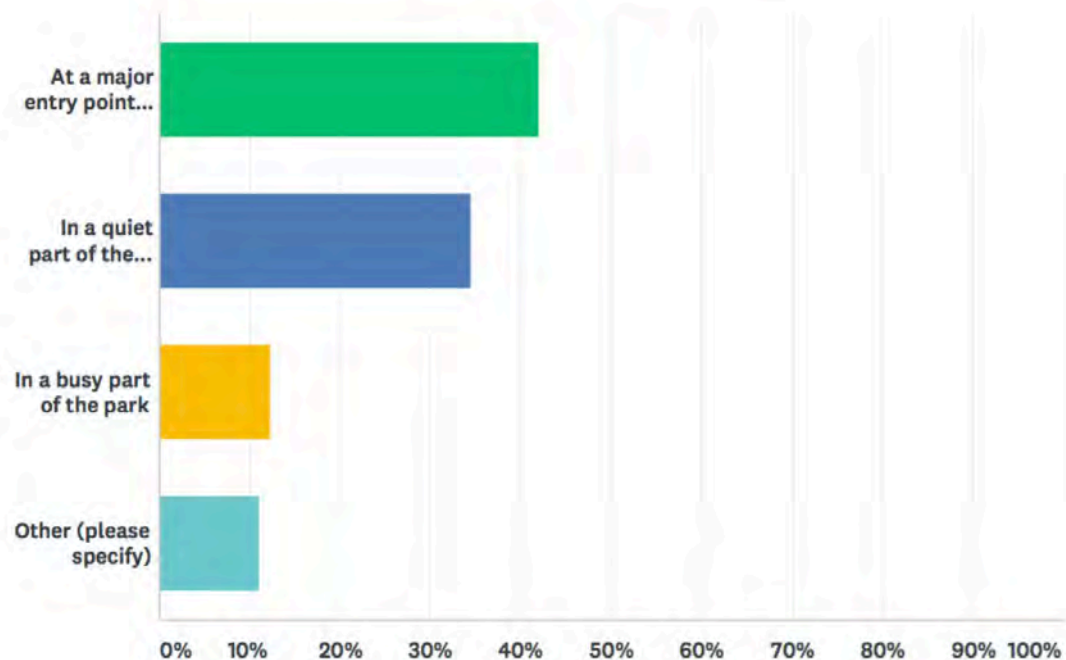
Answered: 81 Skipped: 1



ANSWER CHOICES	RESPONSES	
Adults	8.64%	7
Children	13.58%	11
Children & Adults	77.78%	63
TOTAL		81

Q3 Where in the park do you think would be the best site for the art?

Answered: 81 Skipped: 1



ANSWER CHOICES	RESPONSES	
At a major entry point visible from the street	41.98%	34
In a quiet part of the park	34.57%	28
In a busy part of the park	12.35%	10
Other (please specify)	11.11%	9
TOTAL		81

Survey Questions 6-11 were open-ended, enabling community members to express their unique perspectives without the constraint of pre-determined responses.

Our goal was to learn from the wide array of responses, seeking to identify significant themes and imagery that would be positive and meaningful to community members of all ages and backgrounds.

From this survey, we also learned about specific imagery or themes that some community members find traumatic and that should be avoided; this input informed our design process as well. Samples of responses follow.

Survey Question 6: How and when will you and/or your family use the park?

Sports

WALKING WITH FAMILY

PICNIC

PLAY

Relaxing

Bike Ride

PARTIES

EXERCISE

In Mornings/Evenings
On Weekends
Every Day

WALK MY DOG

Survey Question 7 part 1:
Top 3 Values Shared by the Coffey Park Community?

- Community
- Caring/Compassion
- Collaboration/Connected
- Safety
- Resilience/Renewal
- Gratitude
- Diversity
- Strength

Survey Question 7 part 2: Animal or Symbol That Might Capture These Values?

- Water Feature
- Phoenix Rising from Ashes
- Circle, Ring, Linked Circles
- Bear
- Bees
- Holding hands
- Fox
- Mother Nature
- Chameleon
- Lion
- Family
- Lotus
- Web
- I don't want any fire related symbol
- Connectedness
- Safety
- Renewal
- Resilience/Renewal
- Flower
- Butterfly
- Elephant
- Dolphins
- Heart
- Owl
- Butterfly
- Angel the Cow

Survey Question 8: What do you still have when everything material is lost?

- Family, Friends, Loved Ones
- Hope
- Community
- Love
- Neighbors
- Memories
- Faith
- Pets
- Unity
- Life
- Strength

Survey Question 10: Favorite Artist or Style of Art?

Survey Question 11: Anything Else You Would Like us To Know?

Not about Fire, Not Rising from the Ashes

INTERACTIVE

UPLIFTING

playful

Osawa, Ricky Watts, Dada, Kenneth Patchen

Abstract

COLORFUL

NATURE

Metal

Norman Rockwell

Not Abstract

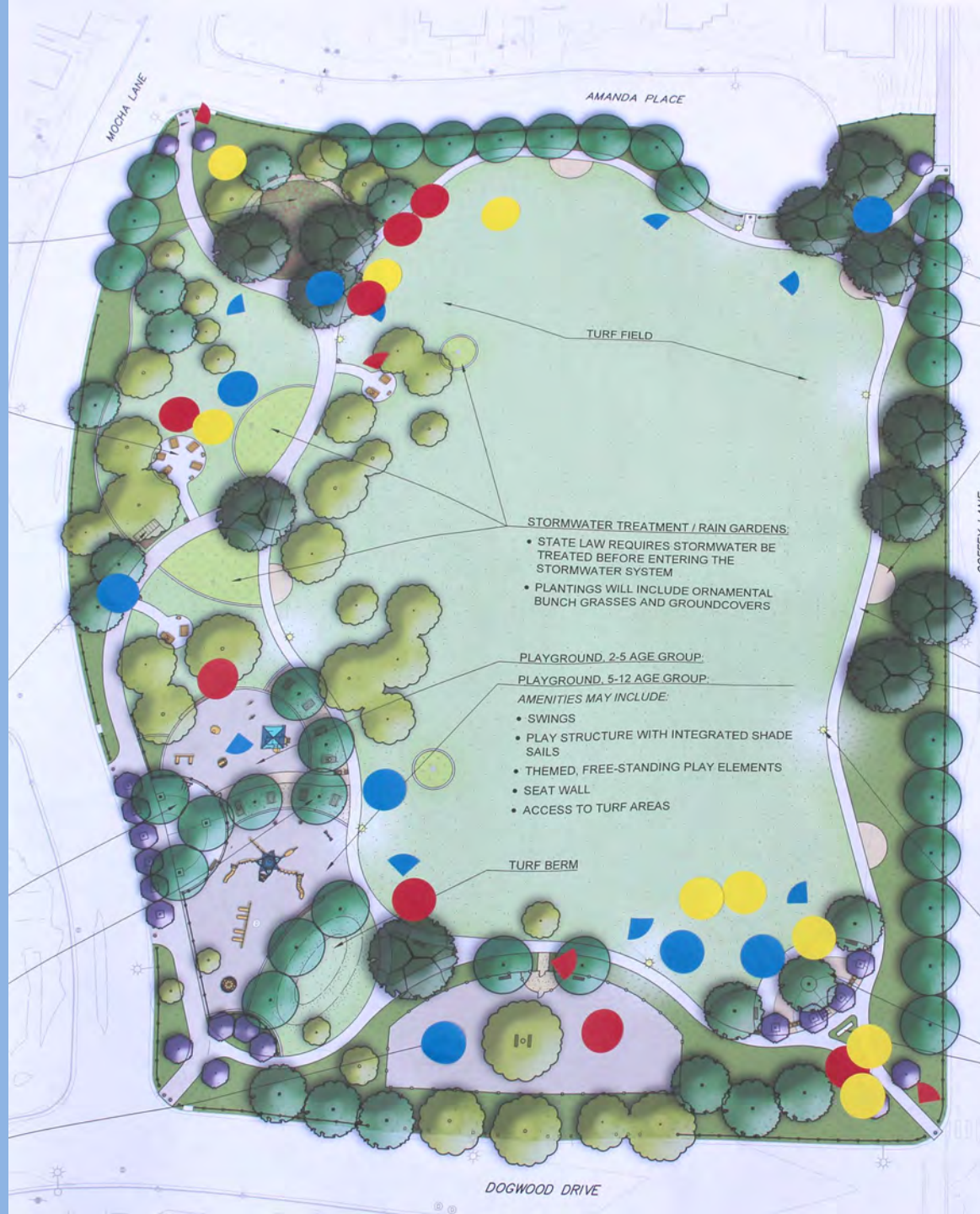
Degas, Monet, Matisse, Dali, Warhol Patrick Amiot

Makes you stop, smile and touch

Not Metal

NOT BRIGHT, BLENDS IN

Workshop participants indicated preferred sites for the artwork



wellspring

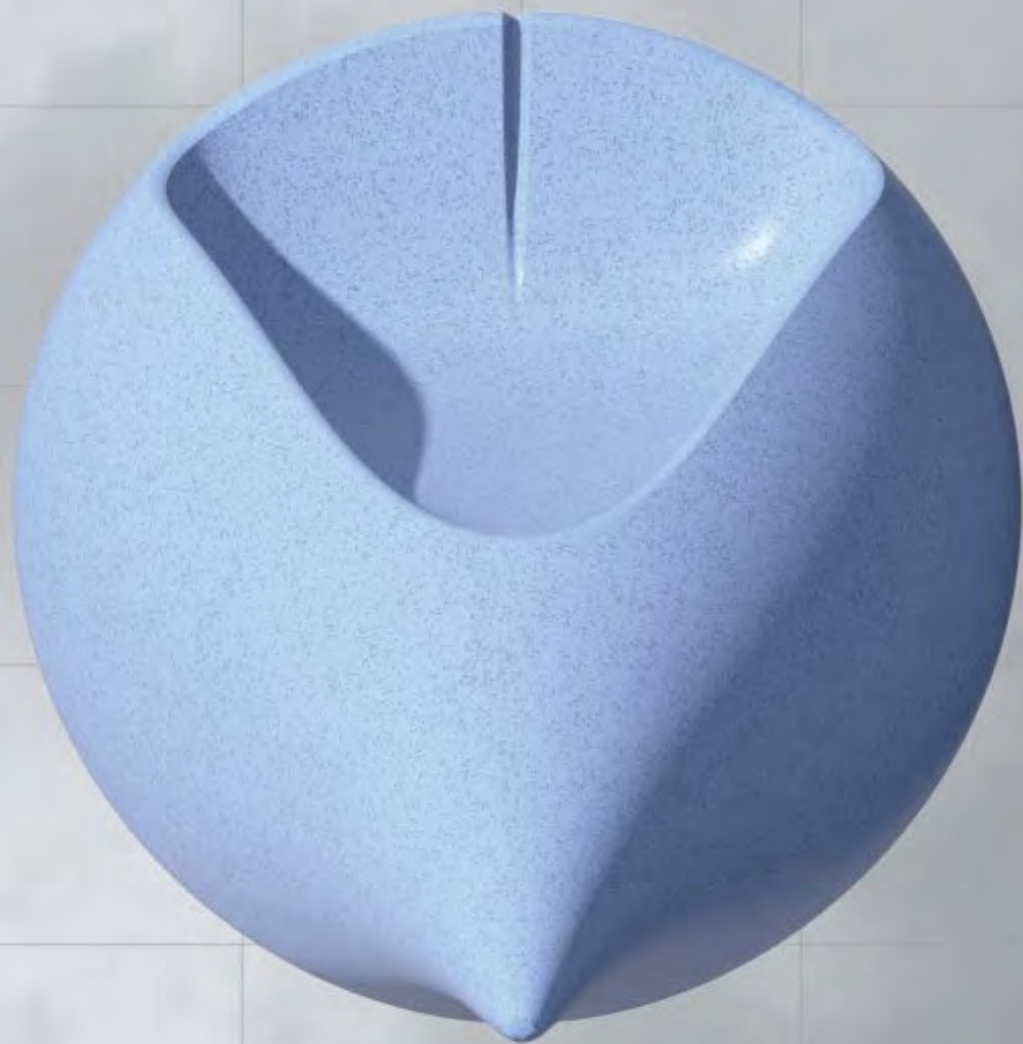
(an original and bountiful source; a source of continual supply)

“wellspring” is a functional sculpture that celebrates the rebirth and resiliency of the community by focusing on the perennial power of water and rain, represented as a series of monumental raindrops. Rain and raindrops are a universal symbol of renewal and regeneration.

Water is both the source of life, but also a balm; it vanquishes fire and represents cleansing, rebirth and the healing power of nature. "wellspring" creates a unique sanctuary within the park that can be engaged in a variety of ways by community members of all ages, whether for imaginative play, conversation, or quiet reflection.

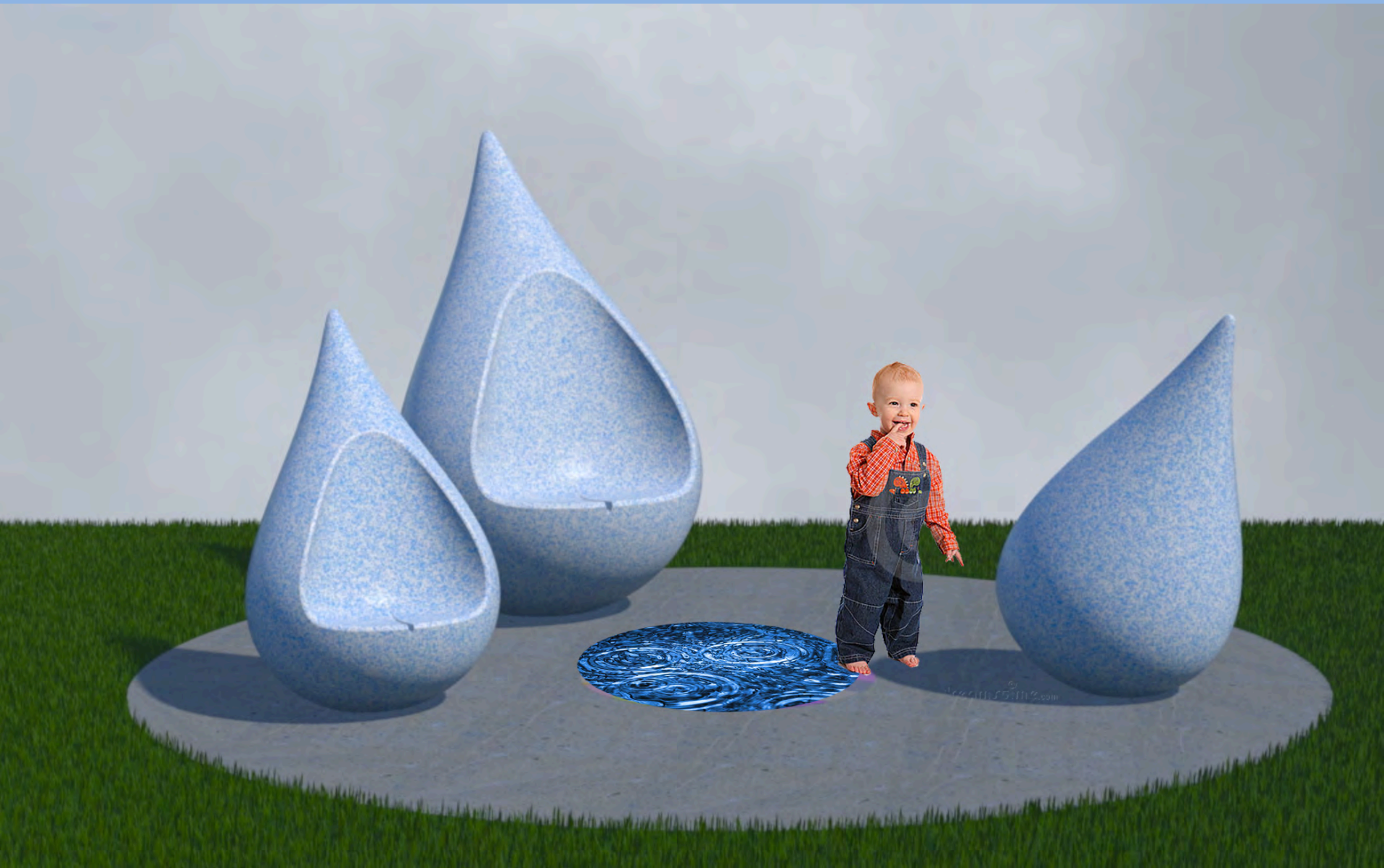


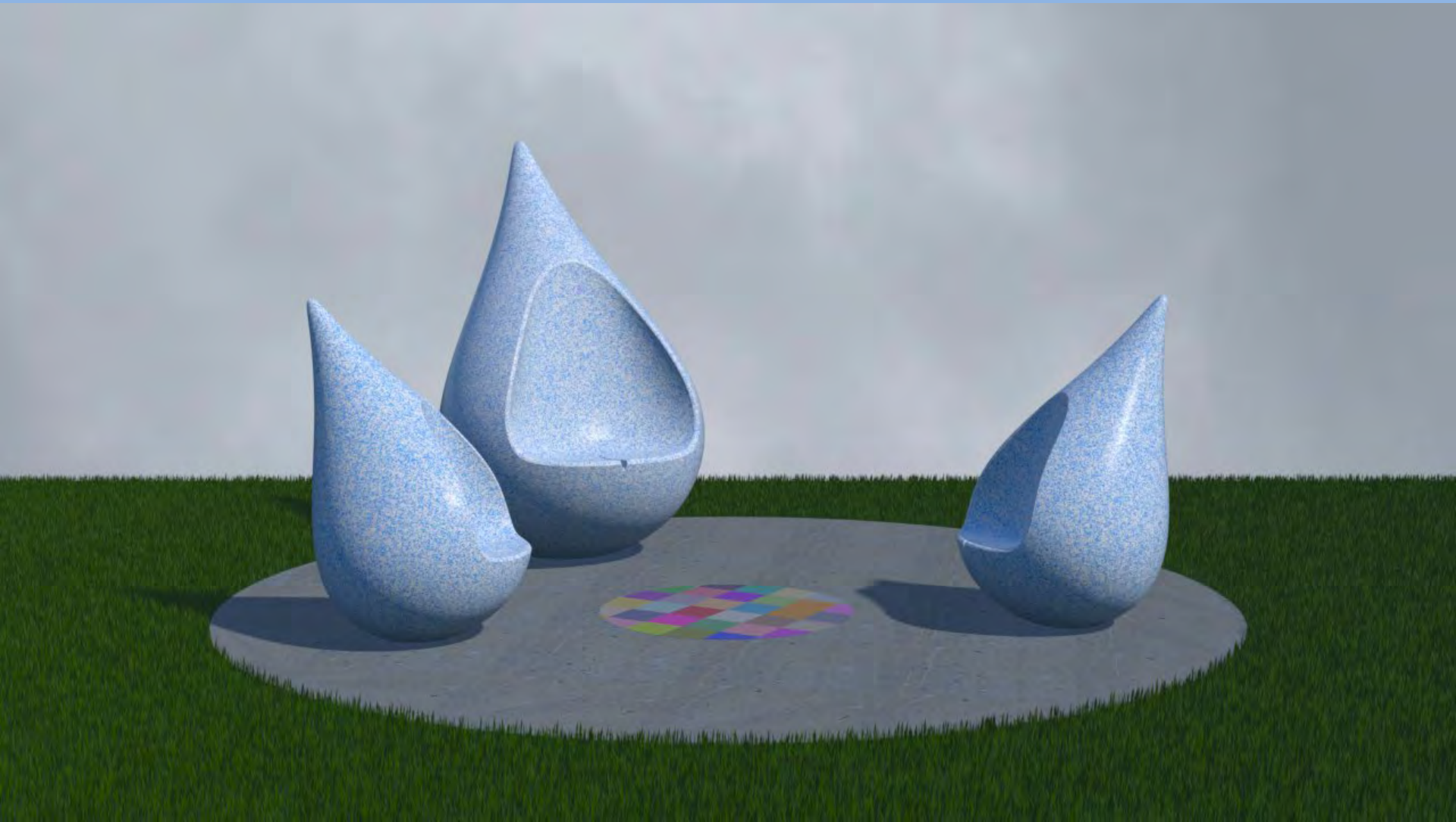










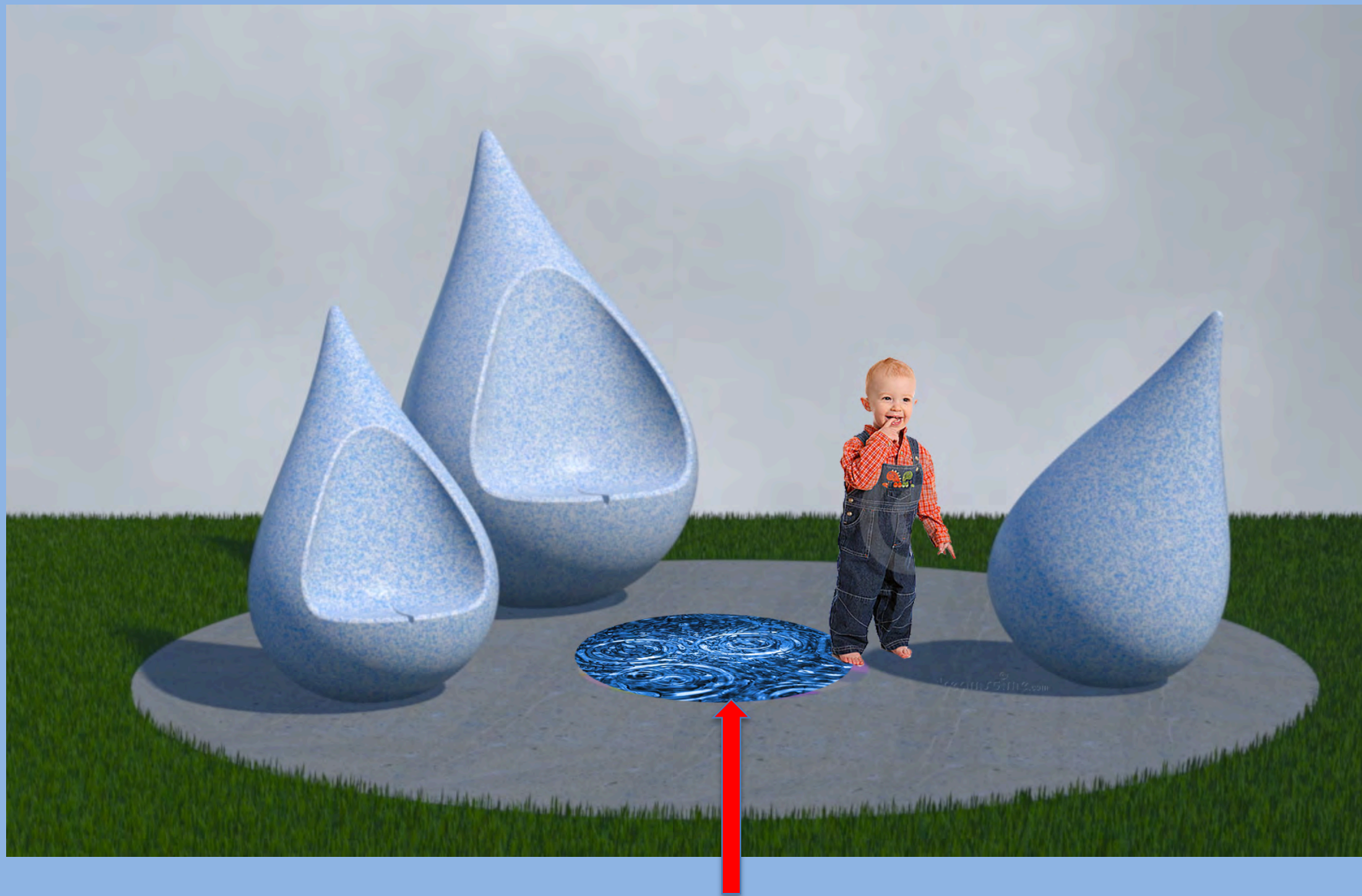


ANIMATION: Two smaller sculptures will rotate 360 degrees; large sculpture will be fixed.



SCULPTURE MATERIAL

Sculptures will be cast of highly durable GFRC (Glass Fiber Reinforced Concrete)
with glass aggregate, ground to a polished smooth terrazzo finish.
(Sculptures will be blue glass in white concrete)



3' diameter CENTRAL MOSAIC MEDALLION

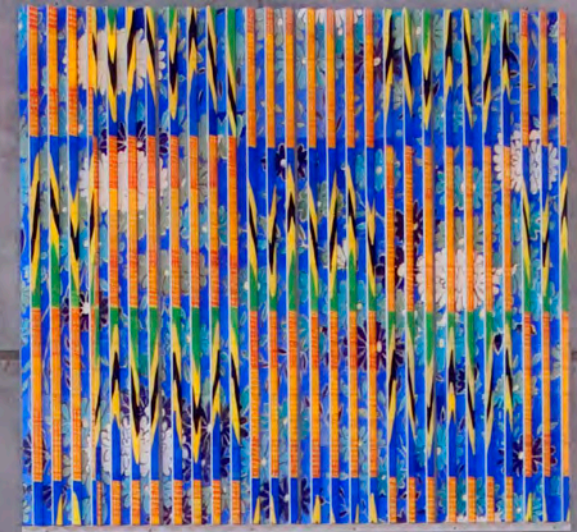
Community Members Invited To Join Artists in Making the Mosaic. Choice of 2 Concepts.

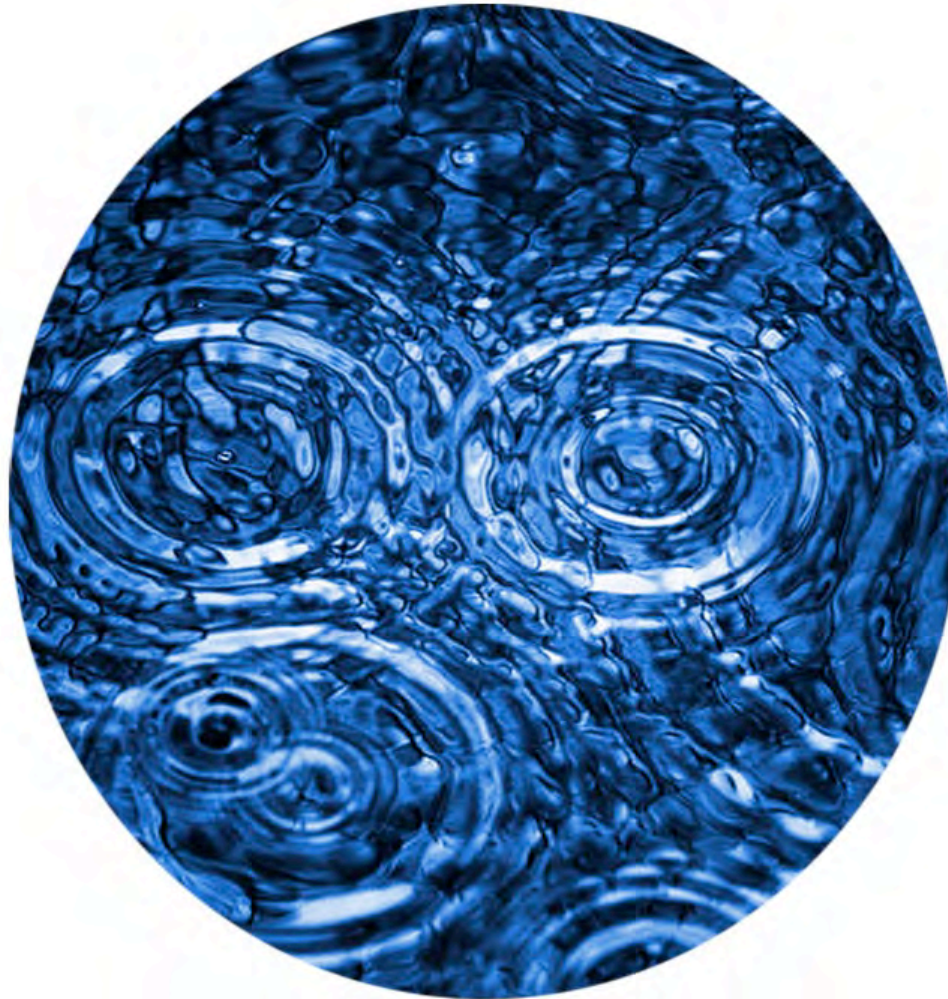


A mosaic is an abstract pattern made of durable ceramic and glass. This design element will be created with neighborhood participation.



One of many Wowhaus public art commissions
involving community participation.
("Oakland Fusion" in Oakland, CA)





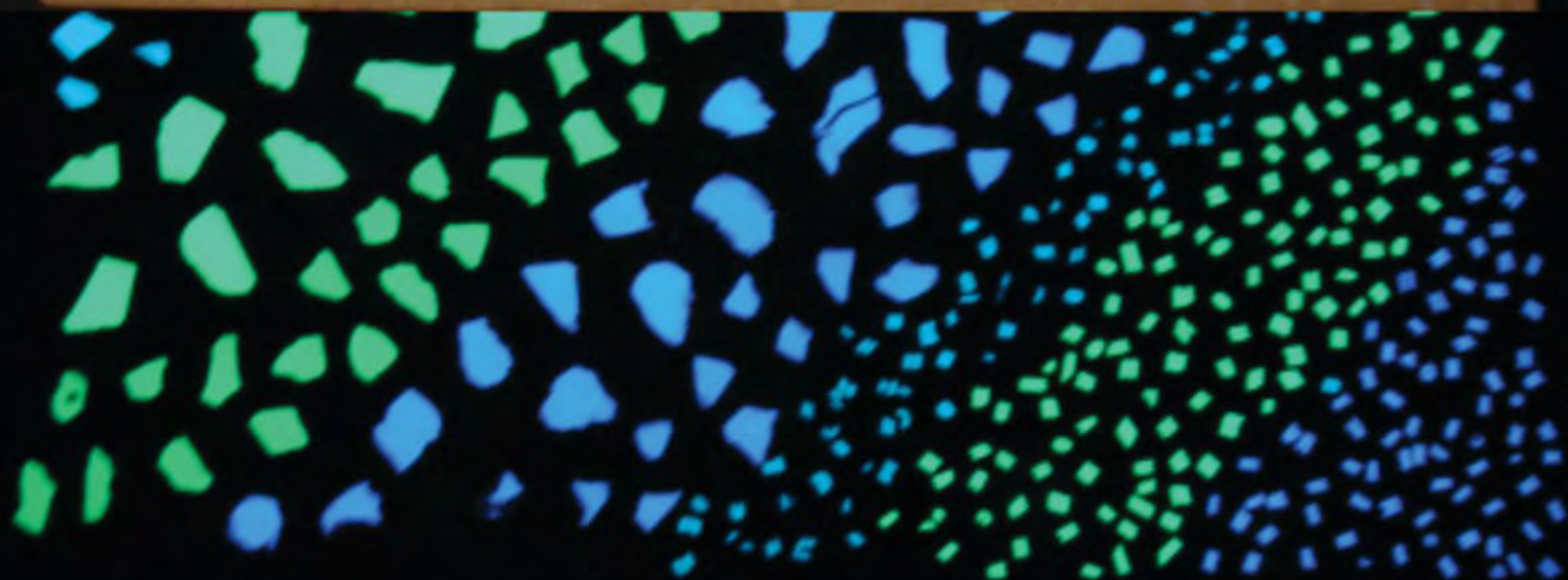
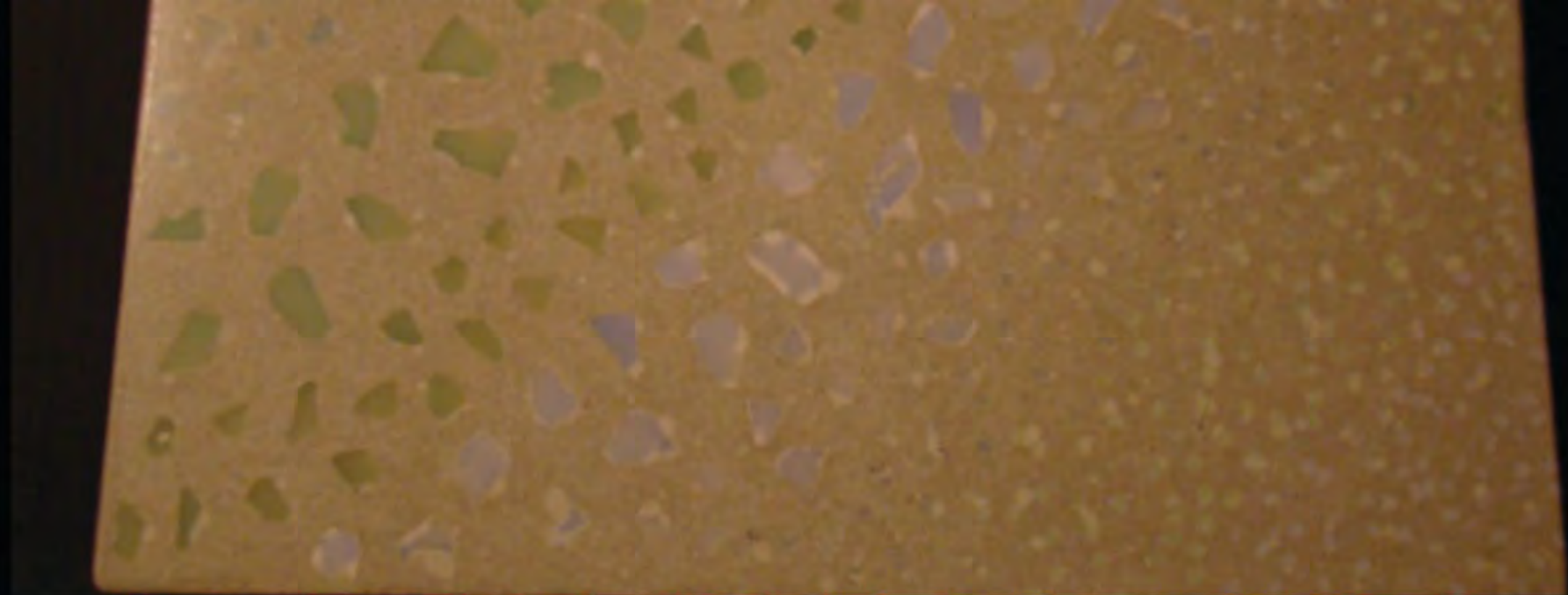
PREFERRED THEMATIC CONCEPT: 3' d CENTRAL MOSAIC MEDALLION

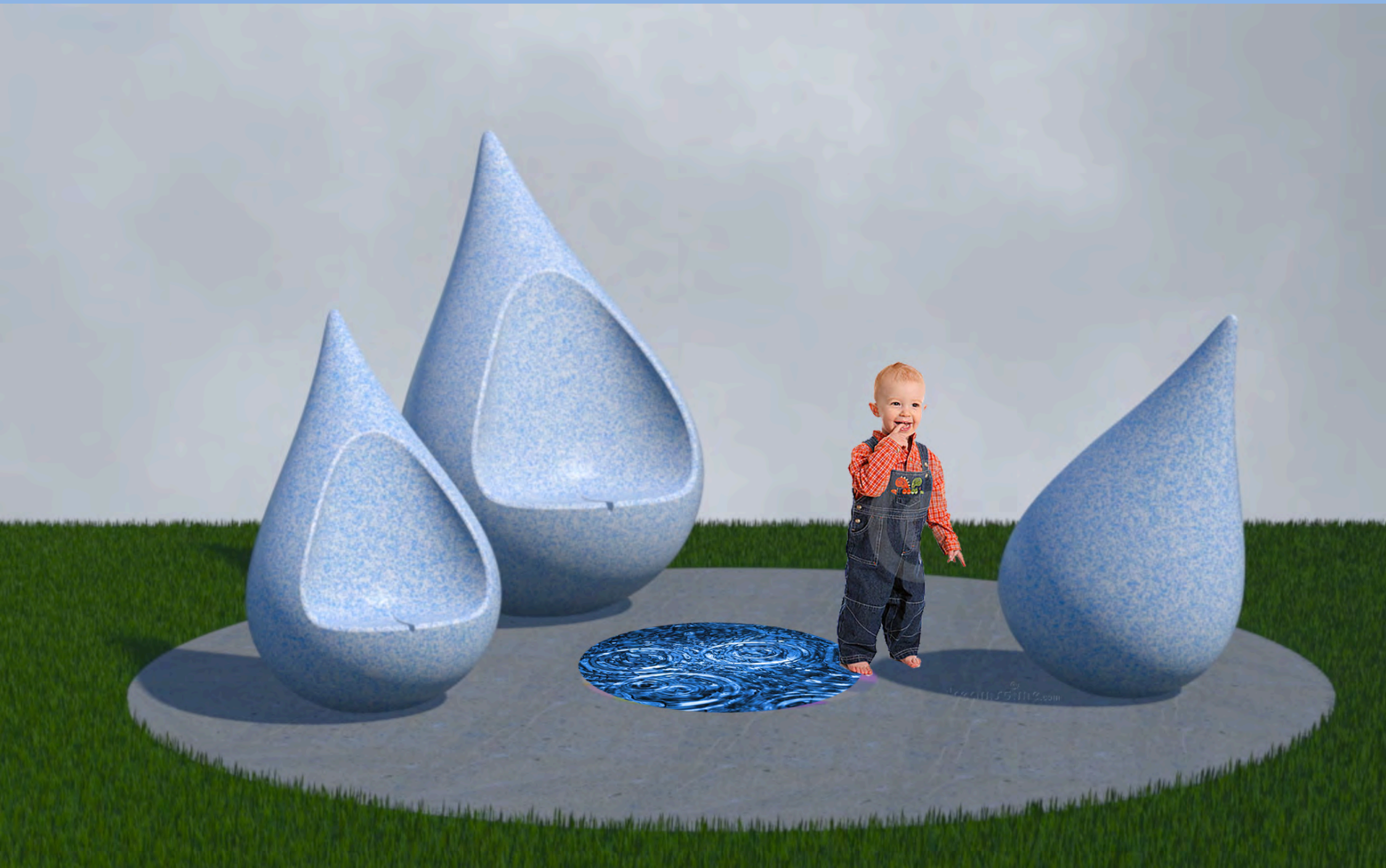
Intersecting Water Ripples Symbolizing the Interconnectedness, Compassion and Sense of Community that make "Coffey Strong". Each act of kindness ripples through the community as a whole.



Glow in the Dark Aggregate
in Paving Around Each
Sculpture Will Create Effect
of Raindrops





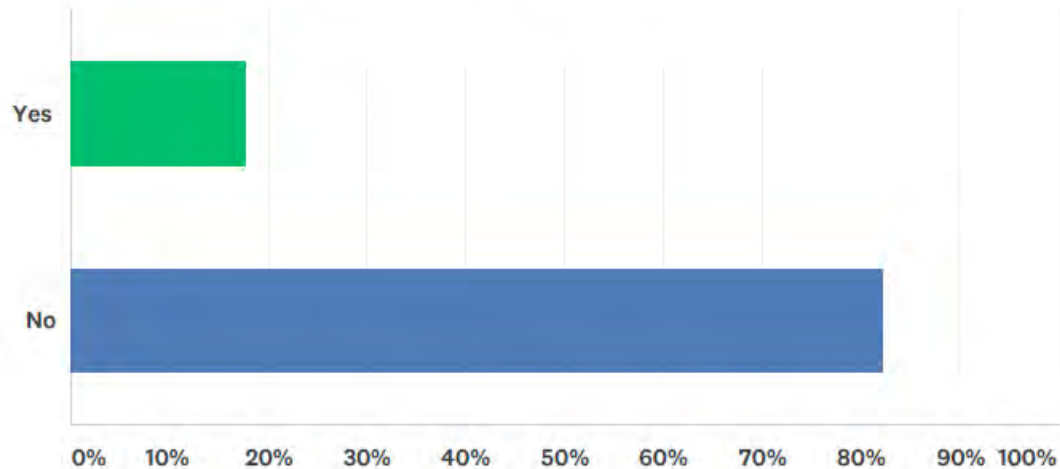


Public Art Survey #2 Results

- Showed individual's participation in the previous outreach activities
- Indicated the level and explanation of satisfaction with the design concept
- Demonstrated preference of thematic concept for key design element
- Indicated desired location for the art
- 45 responses

Q3 Did you attend the June 8, 2019 neighborhood workshop at Schaefer School?

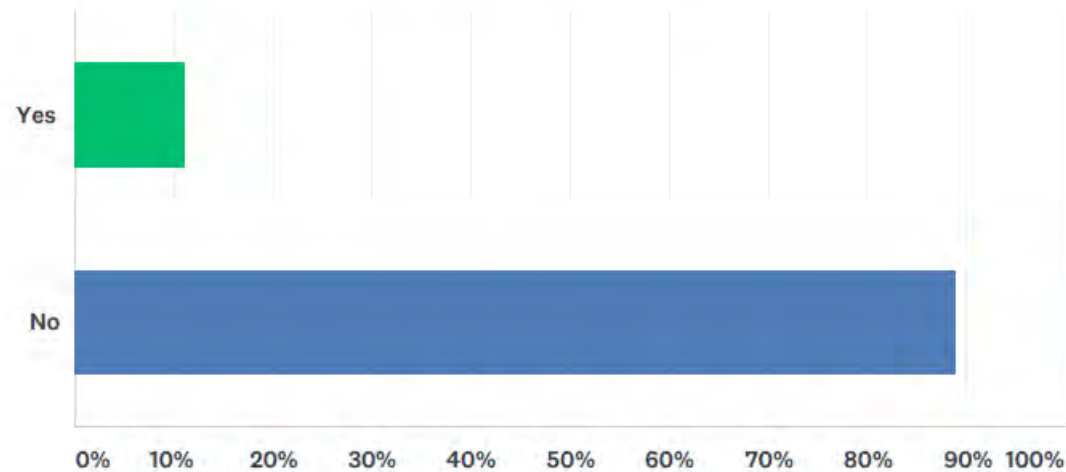
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	17.78% 8
No	82.22% 37
Total Respondents: 45	

Q4 Did you attend the July 13, 2019 neighborhood meeting at the Person Senior Wing

Answered: 45 Skipped: 0



ANSWER CHOICES

RESPONSES

Yes

11.11%

5

No

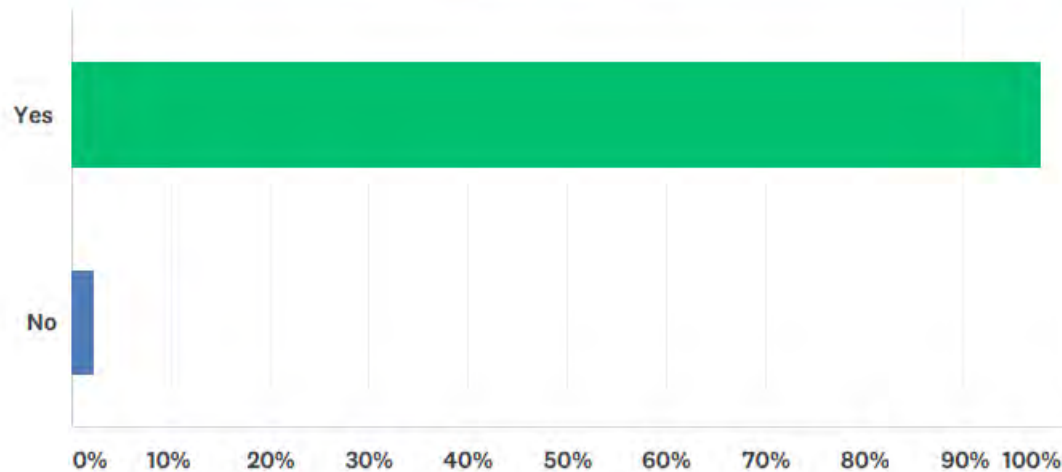
88.89%

40

Total Respondents: 45

Q5 Have you reviewed the presentation from the July 13, 2019 neighborhood meeting?

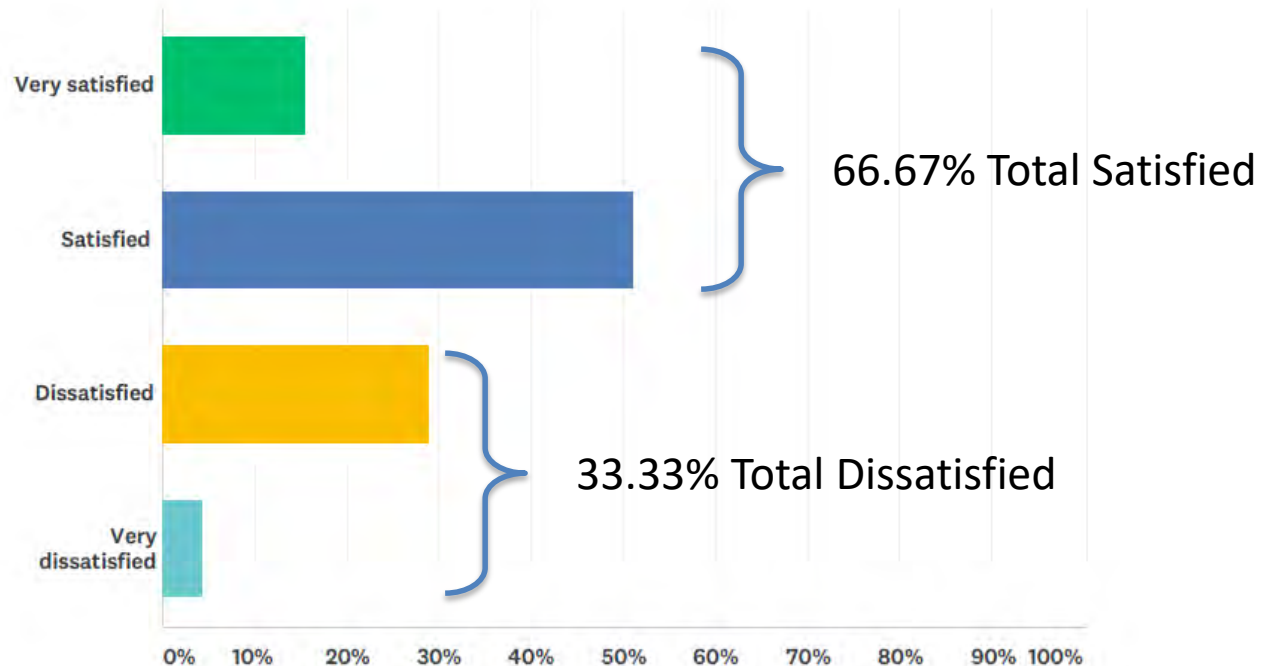
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	97.78%	44
No	2.22%	1
Total Respondents: 45		

Q6 Based on the presentation, how satisfied are you with the design concept for the art piece?

Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very satisfied	15.56%	7
Satisfied	51.11%	23
Dissatisfied	28.89%	13
Very dissatisfied	4.44%	2
TOTAL		45

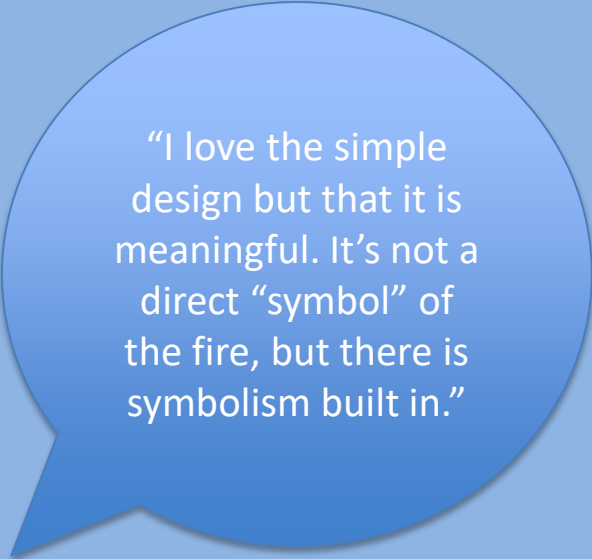
Satisfaction Feedback Summary

- **Overall Satisfied**

- Like the water theme
- Innovative seating elements that rotate
- Mosaic involves community participation
- Appreciate how community has been able to offer feedback
- Concept developed with neighbor input; Our voices have been heard
- Functional and creative
- Unique; full of meaning
- Peaceful and tactile; like the durable materials



“I believe the design concept creatively responds to the community input received and is exciting”



“I love the simple design but that it is meaningful. It’s not a direct “symbol” of the fire, but there is symbolism built in.”

Satisfaction Feedback Summary

- **Overall Dissatisfied**

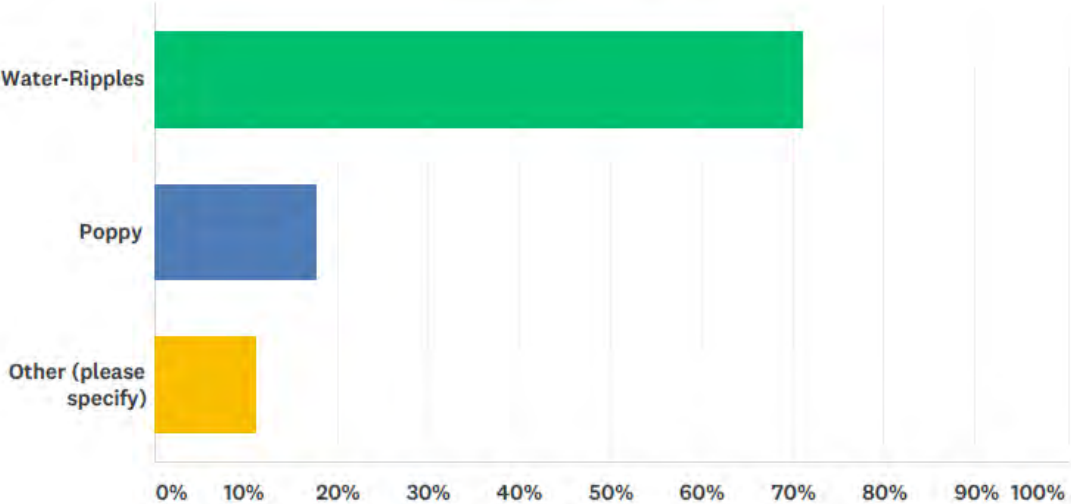
- Doesn't seem functional or practical to the Coffey Park community
- Won't be instantly recognized by Coffey Park survivors
- Too minimal; static, industrial
- Water droplets appear as tear drops
- Not aesthetically pleasing

Artwork plaque will include a description of the symbolism of the artwork as well as language to recognizing Coffey Park survivors and the resiliency of the neighborhood

Some aesthetic concerns may reduced with finished landscaping around the artwork

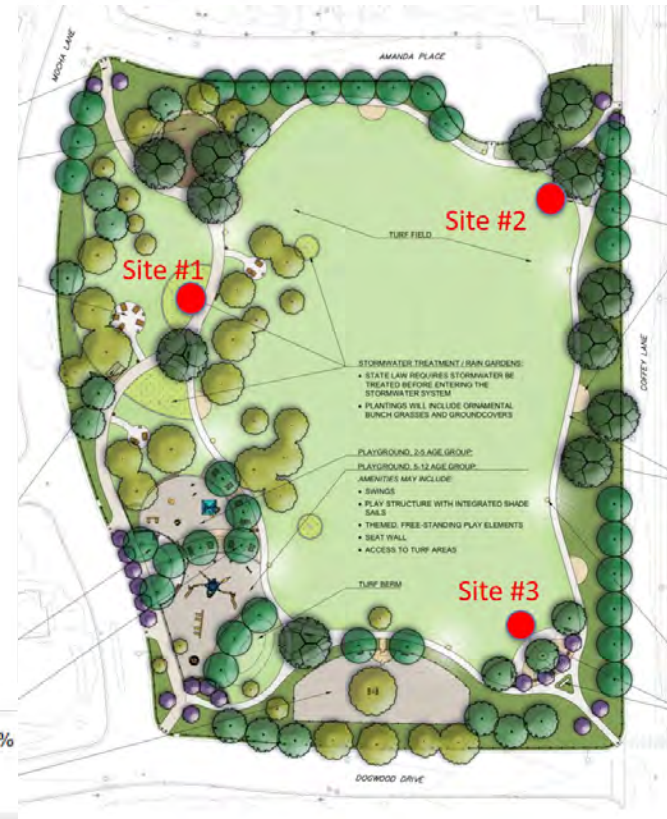
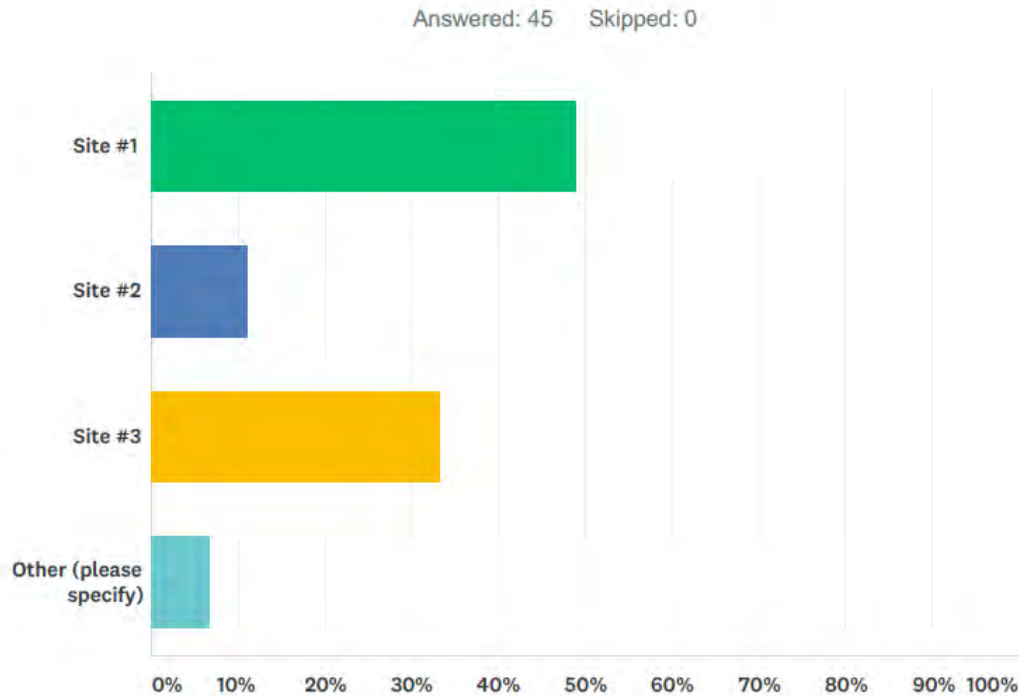
Q8 Which thematic concept for the central mosaic medallion do you prefer?

Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
	71.11%	32
	17.78%	8
Other (please specify)	11.11%	5
TOTAL		45

Q9 Which site do you prefer for the artwork?*Please Note: due to landscaping considerations, site #1 has moved slightly since the July 13 meeting



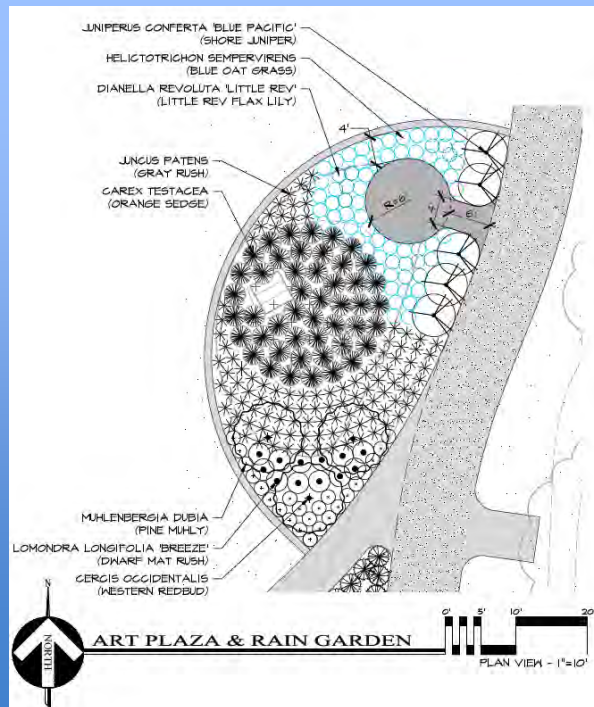
ANSWER CHOICES

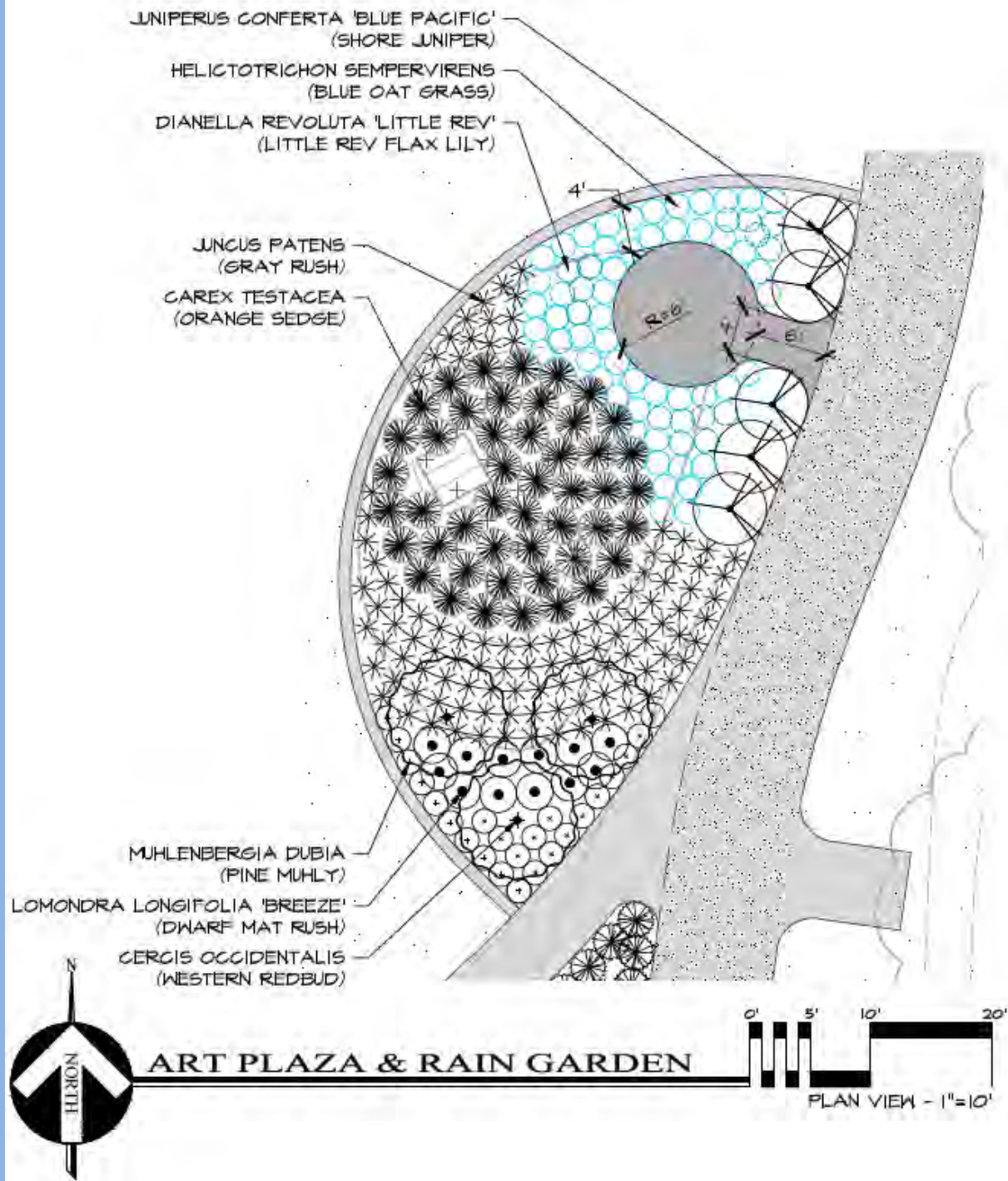
RESPONSES

Site #1	48.89%	22
Site #2	11.11%	5
Site #3	33.33%	15
Other (please specify)	6.67%	3
TOTAL		45



Preferred site for the artwork







Example of installed project with plantings, *Makkewe*s at Lake Merritt, Oakland

Project Budget

SCULPTURES			
	3D model and 2D shop drawings for fabrication	5,000	
	Foam Molds (1 large , 2 smaller)	15,000	
	1 large GFRC* cast sculpture in white with blue terrazo	17,500	
	2 small GFRC cast sculptures @ 15,000 each, white with blue terrazzo	30,000	
	Hardware	500	
	Crating	1,500	
	Curbside Delivery	1,500	
	2 small slewing rings	9,500	
	<i>*GFRC: Glass Fiber Reinforced Concrete</i>		80,500
MOSAIC & PAD			
	Installation By Santa Rosa Parks Dept. General Contractor	0	
	Engineering (Discounted Rate)	1,500	
	3' d Mosaic Medallion Fabrication & Installation by Wowhaus incl. materials	5,000	
	Concrete pad/footing By Santa Rosa Parks Dept. Contractor	0	
	Artist Fee (\$15,000 total; \$10,000 for community engagement paid; \$5,000 Remaining)	5,000	
	Project Management	2,500	
	Insurance	500	
	Glow in the Dark Aggregate (materials; installation part of General Contractor's Scope)	500	
			15,000
	Plaque		500
	Contingency		4,000
TOTAL			100,000
	<u>Additional Possible if Donated</u>		
	<i>Time Capsule (Request will be submitted to Community Foundation of Sonoma County for additional \$1,000)</i>		

Recommendation

- Approve Artists' Proposal and Project Budget

Questions?