

Public Art Project Plan



Project Title: Fifth Street Parking Garage

Creative Zone: Parking Garages

Initiation Date: 1/11/2021

Approved by APPC:

Description Brief description of the project.	This public art opportunity is for an artist or team of artists to design and execute a site-specific public art for the southwest exterior wall (facing Orchard Street and Fifth Street) of the Fifth Street Parking Garage in downtown Santa Rosa.
Goal What will be achieved through the commission and placement of this artwork?	The goal of this completed project is to draw positive attention to and increase the visibility of the Fifth Street Garage, which even regular visitors to the downtown often do not know exists. The art will distinguish the garage from nearby structures, serve as a wayfinding element through identification and draw people to the site. The artwork will improve the aesthetics of the garage as seen from the street and by pedestrians.
Eligibility Who can apply?	This commission is open to practicing, professional artists residing in Northern California. Sonoma County artists are encouraged to apply.
Site Where will the art be placed? What must the artist consider when designing a piece for this site?	<p>The Fifth Street Parking Garage is located at 735 Fifth Street on the north side of Fifth between Beaver Street and Orchard Street in downtown Santa Rosa, and sometimes referred to as "Parking Garage 3". There are two points of vehicle access into the garage on Beaver and Orchard Streets and pedestrian access on Fifth Street. This opportunity has identified an exterior, southwest facing wall to be the site of the public art.</p> <p>The "canvas" for this project is to be contained within the exterior wall space (pictured below) with an approximate maximum dimension of 901 square feet, of which 670 square feet is concrete surfaces and 231 square feet is open to the parking on each floor. 2D materials, such as painted murals or other flat applications are encouraged, however, 3D materials including light-based installations will be considered with proper engineering and mounting/installation. The public artwork should consider the existing landscaping and hardscape, lighting, and viewer's perspective.</p>

<p>Roles & Responsibilities</p> <p>Staff</p> <p>Selection Panel</p> <p>Art in Public Places Committee</p> <p>Artist(s)</p>	<p>Prepare Project Plan and RFQ, issue RFQ, pre-screen applications, form selection panel, facilitate selection process, facilitate community engagement activities, notify applicants, prepare and manage artist contract, and monitor fabrication and installation.</p> <p>Review application materials using established criteria, select finalists, evaluate finalists' proposals using established criteria, select one artist for the project, and recommend selection to the APPC.</p> <p>Approve Project Plan, RFQ, approve final artist and artwork selection.</p> <p>Submit application and qualifications; if selected as a finalists, submit design concept proposal; if selected to complete the project, finalize design; meet with APPC, staff and community representatives as needed to develop work appropriate for project context; fabricate, install and document artwork at the site.</p>
<p>Selection Process</p> <p>Open Competition, Limited or Invitational Competition, or Direct Selection?</p> <p>Identify Selection Panel members.</p> <p>Describe selection process.</p>	<p>Open Competition; Request for Qualifications</p> <p>Selection Panel will include a total of 7 members:</p> <ul style="list-style-type: none"> - 2 APPC members - 2 arts professionals - 1 representative from each of the following: <ul style="list-style-type: none"> o City of Santa Rosa Parking Division o Downtown Action Organization <p>Applications will be prescreened by staff and then presented to the Selection Panel. The Selection Panel will identify and recommend three finalist artists based on the project criteria. Art in Public Places Committee members will have access to review all applications during this time.</p> <p>The finalists will be invited to submit a specific proposal for which they will be paid an honorarium. All finalists will be expected to attend an orientation to learn more about the project site and materials prior to developing a specific proposal for the project. Using the project criteria, one artist will be selected to complete the project.</p> <p>The Art in Public Places Committee will approve the final artist selection recommended by the Selection Panel, and the</p>

Describe the selection criteria for artist qualifications.	<p>final artwork design. The Art in Public Places Committee also reserves the right to decline any or all applications, or artist(s) recommended by the selection panel, and to reissue the RFQ for additional artist candidates.</p> <ul style="list-style-type: none"> - Artistic excellence, originality and innovation as evidenced by representations of past work in images provided. - Appropriateness of the artist's medium and style for this project. - Experience with projects of similar scope and scale, or comparable professional experience to handle the requirements of working in the public sector. - Availability to participate in the design, approval and implementation of the project, and complete installation by the deadline.
Describe the selection criteria for design proposals.	<ul style="list-style-type: none"> - Artistic excellence, originality and innovation as evidenced by quality of proposal for this project. - Appropriateness of the artist's proposed medium, style, and project concepts. - Demonstrated understanding and incorporation of the stated goals of the project. - Proposed artwork should be suitable for permanent outdoor placement, and address durability, maintenance and public safety concerns. - Proposed artwork should be an effective balance of size and scope of design and choice of materials, to ensure that the finished installation is of sufficient prominence to capture the positive attention of the public. - References.
Stakeholders List additional community members that will be involved with this project.	Participating artists, City Government Officials, Santa Rosa citizens, Downtown Action Organization, Fifth Street/downtown businesses, Parking Division.
Budget Total Project Budget Artist Commission <ul style="list-style-type: none"> - Artist Fee (20%) - Fabrication/Installation - Contingency (5%) Artist Honorariums Unveiling/celebration Site Prep Contingency (city)	<p>\$25,000</p> <p>\$20,000</p> <p>\$4,000</p> <p>\$14,000</p> <p>\$2,000</p> <p>\$1,500 (\$500 x 3)</p> <p>\$1,000</p> <p>\$2,500</p>

Anticipated Timeline	
Project Plan approved	February 1, 2021
RFQ published	February 8
Application deadline	March 15
Selection process, part 1	March 22- April 2
Finalists (3) invited to submit design proposals	April 5
Project orientation for finalists	April 14
Proposal deadline	May 26
Public display of proposals and other engagement opportunities	June 1-14
Selection process, part 2	June 15-25
Selection Panel makes final recommendation to APPC	July 5
Contract negotiation	July
Installation and completion	By February 2022