



# Fifth Street Parking Garage Public Art Project

City of Santa Rosa Public Art Program Artist Recommendation

Art in Public Places Committee

October 4<sup>th</sup>, 2021



# Project Site & Background

- Fifth Street Garage (also known as “Parking Garage 3”) built in 1982
- Serves northeast corner of Downtown Santa Rosa
- Project site is the exterior wall at the southwest corner of the garage facing Orchard Street and Fifth Street
- “Canvas” for the project is a maximum dimension of 901 square feet
  - 670 square feet is concrete surfaces
  - 231 square feet is open to the parking on each floor
  - Design proposals were not confined to this space and could extend into the stairwell space and onto other surfaces within the garage (i.e. ceilings, pillars, etc.)

# Project Development and Goals

- Project goals:
  - Draw positive attention
  - Increase visibility
  - Distinguish garage from nearby structures
  - Wayfinding element to draw people to site
  - Improve aesthetics from street and for pedestrians
- Request for Qualifications and Project Plan, including budget approved by APPC in FY 18-19 annual workplan



# Project Budget

- \$25,000 approved budget
- \$20,000 budget for selected artist (all inclusive – design and construction)
- Balance of approved budget for city costs such as artist honorariums; marketing & outreach; community engagement; site prep contingency
- Source of funding is the Public Art Fund (\$10,000) in-lieu fees from private development required to meet the City's public art in private development ordinance. This source of funding can only be used for public art
- Additional source of funding is Parking Division (\$15,000)

# Project Timeline

January 2021	Request for Qualifications published
March 15	Deadline for artists to submit qualifications
March 16 – April 4	Selection process part 1
April 5	Three finalist artists selected and notified
April 14	On-site project orientation for finalists
May 26	Deadline for finalist artists to submit design proposals
May 30 – August 31	Public display of artwork proposals; public engagement survey
August – September 13	Selection process part 2
<b>October 4</b>	<b>Selection panel recommendation to Art in Public Places Committee</b>
October – November	Finalize Artist Services Agreement with selected artist, final design approved
By February 2022	Artwork installation and completion

# Request for Qualifications

- 38 submissions across Northern CA
- 47% from Sonoma County
  - 11 submissions from Santa Rosa
- Submissions from Auburn, Oakland, Danville, Emeryville, Concord, Truckee
- Submittable streamlined online submission





**PUBLIC ART**

**ART**  
**TAKE THE SURVEY**  
what do YOU want to see?



**5th street parking garage**



**COMMENTS?** Take the survey  
[www.surveymonkey.com/r/FifthStreetGarageArt](http://www.surveymonkey.com/r/FifthStreetGarageArt)

# Community Engagement

- Website: [www.srcity.org/fifthstreetgarageart](http://www.srcity.org/fifthstreetgarageart)
- Public survey: finalists' proposals
- City Connections Newsletter
- Press Democrat article
- City and OTSR social media posts
- APPC public meetings
- Onsite posters



# Selection Process

---

- Selection Panel was formed
- Panel scored all RFQ submissions
- Three finalists invited to submit design proposals and present to Selection Panel
- Final scoring identified recommended artist



# Selection Criteria

## **For Artist Qualifications:**

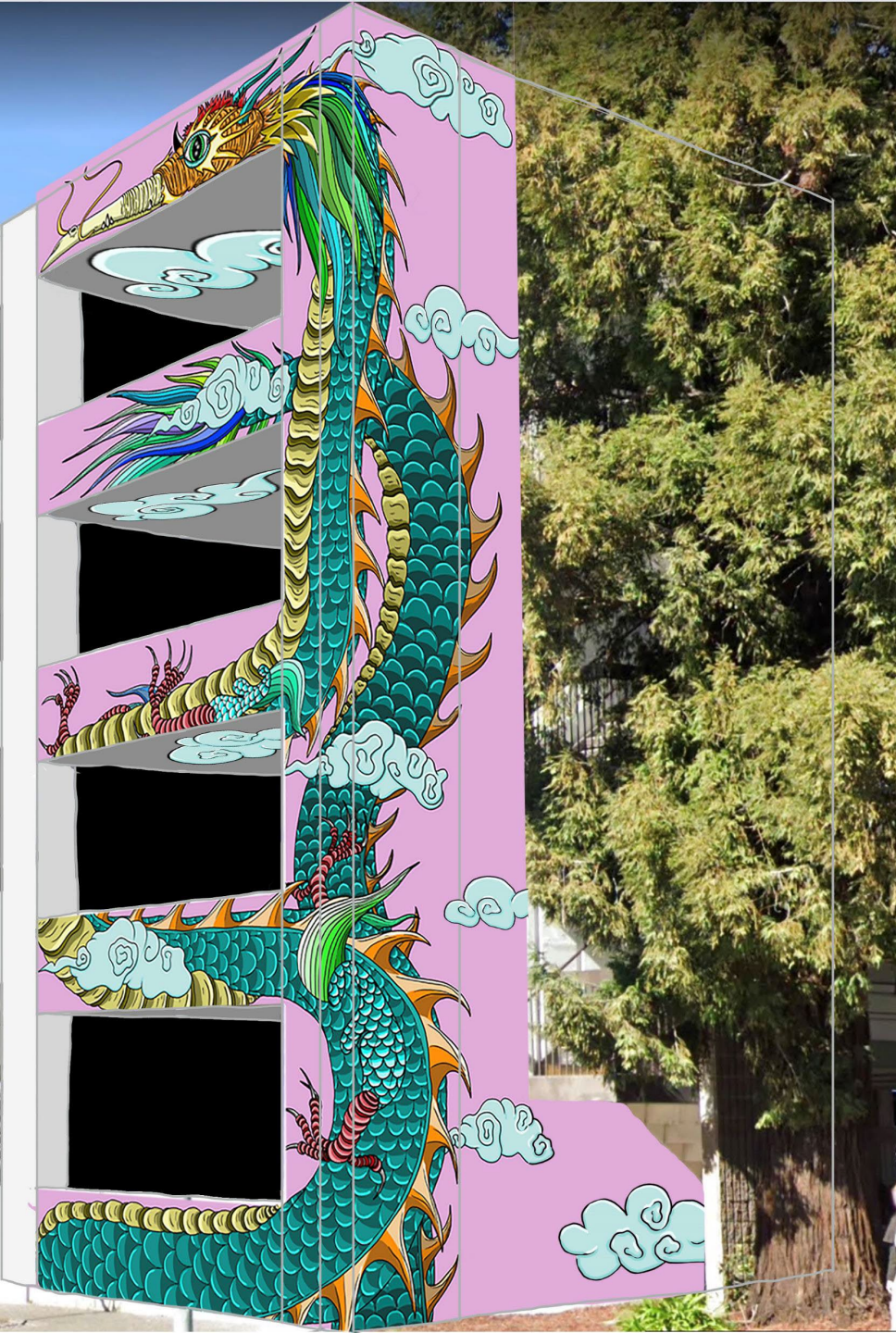
- Artistic excellence, originality and innovation as evidenced by representations of past work in images provided.
- Appropriateness of the artist's medium and style for this project.
- Experience with projects of similar scope and scale, or comparable professional experience to handle the requirements of working in the public sector.
- Availability to participate in the design, approval and implementation of the project, and complete installation by the deadline.



# Selected Finalists

- *"Bouquet"*
- **ELLE Streetart, Sebastopol, CA**





# Selected Finalists

- *“Dragon Dance”*
- **Matthew Floriani, Oakland, CA**





# Selected Finalists

- *“Help Each Other Grow”*
- **Rough Edge Collective, Santa Rosa, CA**

# Public Engagement Survey

- Survey to receive feedback from public on finalists' proposals
- 2,396 responses
- Artists posted survey to their networks encouraging participation
- Selection Panel considered survey results during final selection process



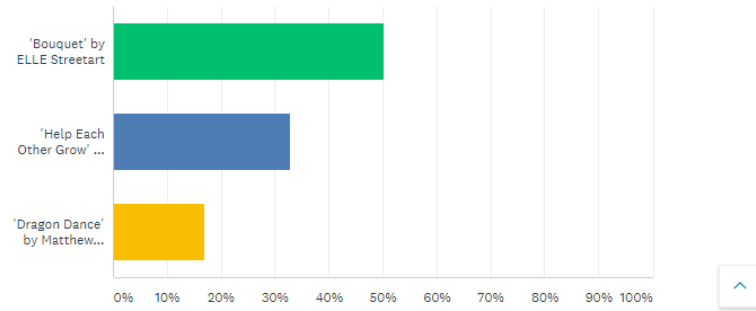
## **Fifth Street Parking Garage Public Art Survey**

Please answer the following survey questions based on the proposed artwork designs.

# Public Engagement Results

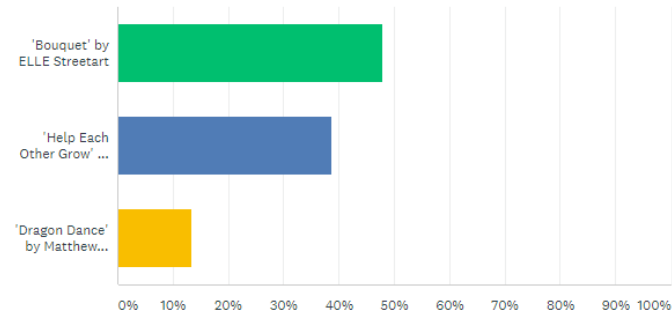
Which design best increases the visibility of the parking garage and distinguishes the garage from nearby structures?

Answered: 2,396 Skipped: 0



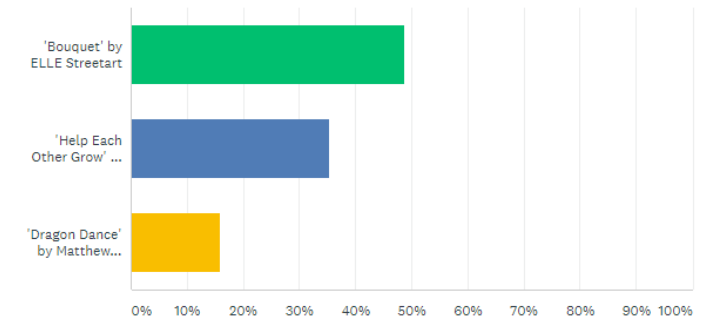
Which design best provides positive attention for both cars and pedestrians to utilize the garage?

Answered: 2,396 Skipped: 0



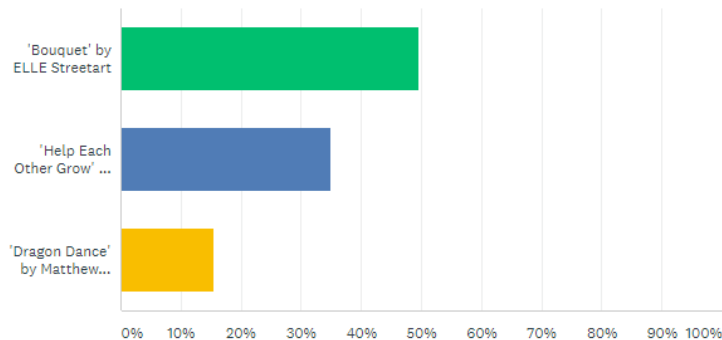
Which design best improves the aesthetic of the garage for wayfinding?

Answered: 2,396 Skipped: 0



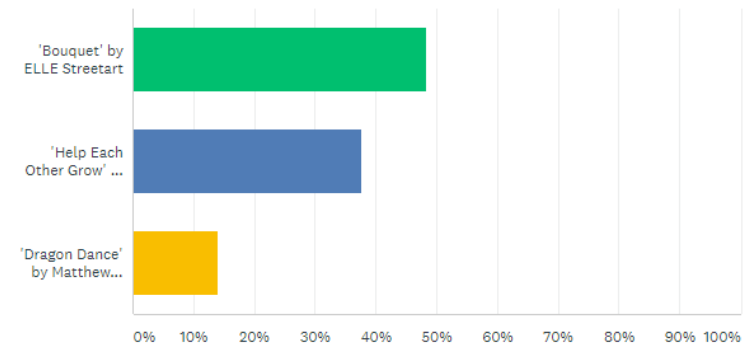
Which design would best draw people to the site?

Answered: 2,396 Skipped: 0



Which design do you like the most?

Answered: 2,396 Skipped: 0

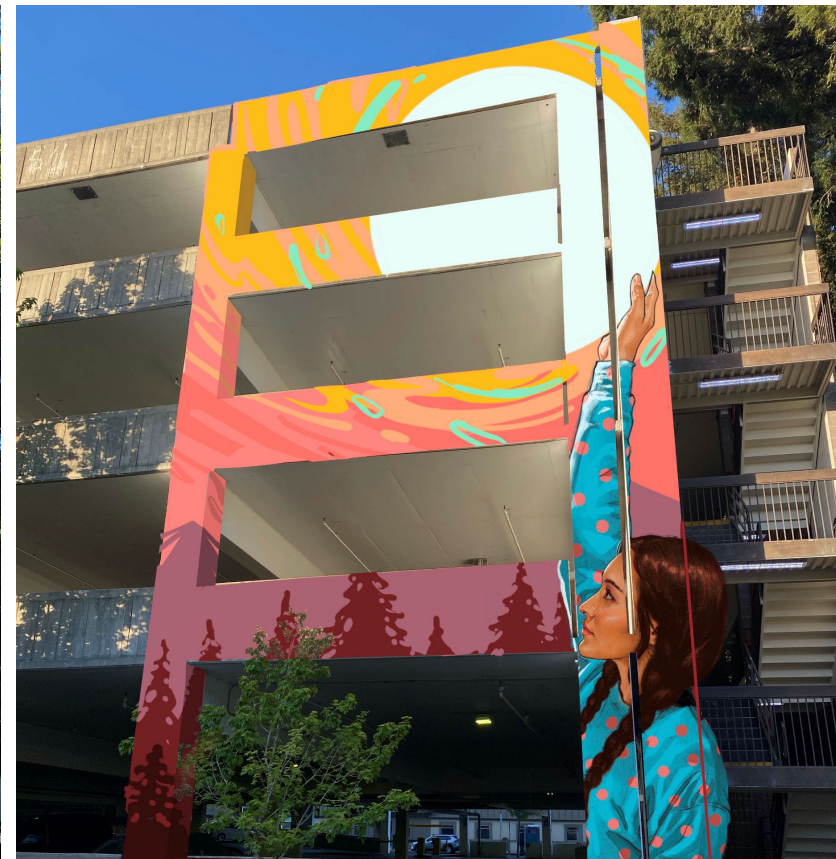




# Selection Criteria

## **For Artwork Proposals:**

- 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.
- Consideration of survey results.



Recommended Artist: Rough Edge Collective  
*“Help Each Other Grow”*



# Rough Edge Collective: MJ Lindo-Lawyer and Joshua Lawyer

## Past Works





# Project Timeline & Next Steps

<b>October 4</b>	<b>Selection panel recommendation to Art in Public Places Committee</b>
October – November	Finalize Artist Services Agreement with selected artist, final design approved
By February 2022	Artwork installation and completion

# Recommendation

- Approve recommended artist for the Fifth Street Parking Garage Public Art Project
- Final design feedback from Selection Panel should be considered upon approval

# Questions