

Arts Roundtable Overview

Art in Public Places Committee

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November 3, 2025



October 24, 2025 Santa Rosa Arts Center

Purpose: Explore creative opportunities, community identity, and future programming.

1. Neighborhood Identity & Placemaking
2. Cultural Priorities
3. Collaboration & Engagement

Map key locations

Each breakout group presents:

- 1–2 key themes or values identified
- 2–3 project or site ideas (referencing the map)
- 1 action item or follow-up idea



Neighborhood Identity & Strengths

- Cultural Hub: Concentration of artist studios, galleries, and live performance venues including the Art Center, Café Frida, and Juilliard Park events like *Live at Juilliard* and *Winterblast*.
- Historical Character: Distinctive architecture and a long-standing arts history that defines SOFA as a creative pocket within the city.
- Accessibility: Compact, walkable layout with alleys and backstreets adding unique placemaking opportunities.
- Community Anchors: Luther Burbank Home & Gardens and Juilliard Park serve as key cultural and green spaces.

Key Priorities

- Parking & Access: Need for improved parking solutions and better connection to downtown.
- Visibility & Branding:
 - Develop a cohesive gateway and wayfinding system (monuments, pole banners, signage).
 - Consistent branding for SOFA as an Arts District.
- More Exhibition Opportunities: Encourage art displays in cafés, restaurants, and other local businesses.
- Juilliard Park Improvements: Public–private collaboration for amenities (restrooms, playground) and art installations.
- Advocacy & Support: City support is needed to remove obstacles



Art & Programming Ideas

- Expanded Art Events: Create a major new event
- Sculpture Garden: Develop at Juilliard Park.
- Art Classes: Explore vacant spaces for dedicated classrooms or an art annex near the Art Center (e.g., ceramics, watercolor, photography).
- Public Art: Place in nontraditional locations — cafés, alleyways, and reimagined vacant buildings.
- Student Engagement: Connect with Luther Burbank School and SR ArtQuest students.

Marketing & Promotion

- *Winterblast* success highlights opportunity for broader promotion.
- Need stronger marketing to hotels, visitors, and beyond.
- Partner with Visit Santa Rosa and Sonoma County Tourism to extend reach.
- Incentivize local businesses to display art; explore façade improvement grants and temporary installations.
- Emphasize that SOFA has limited capacity but significant regional influence



Action Items

- Create pole banner map and potential call for banner art.
- Identify vacant spaces suitable for art classrooms or creative use.
- Map art locations and potential sculpture sites in Juilliard Park.
- Develop list of local businesses and restaurants that can host art.
- Strengthen collaborations and partnerships with schools, nonprofits, and creative organizations.



Recommendation

Select 2-3 APPC members to serve on Arts Roundtable Ad Hoc Committee

