

# Public Art Toolkit Review

## Public Art Strategic Plan

*FY 21-24 Strategic Plan*

- Defines **five strategic goals** for Santa Rosa's arts ecosystem
- Provides **implementation strategies** and **measurable outcomes**
- Aligns arts initiatives with **Citywide goals** for equity, inclusion, and sustainability

## Public Art Master Plan

*Strategic Framework*

- Defines **Vision, Mission, and Goals**
- Establishes **Creative Zones** and priority areas
- Recommends **policies and procedures**:
  - Selection panel process
  - Public Art Guidelines
  - Criteria for proposal review
  - Staffing recommendations

## Public Art Policy

*Operational Framework*

- Defines **funding structure**
- Outlines **annual work plan** and **project plan** process
- Provides **selection criteria**
- Details **public art processes** (*gifts, loans, removals*)
- Clarifies **role of APPC** (Art in Public Places Committee)

## Public Art in Private Development

*Implementation Framework*

- Establishes **1% for Art Ordinance**
- Includes **preliminary and final application** steps
- Provides **developer flowchart**

## Guidelines & Forms

*Practical Resources*

- **Public Art Proposal Form**
- **Street Performer Permit** - *Application process*

Discussion: Art map, resources, flowchart, design guidelines, other

