

REDEVELOPMENT AGENCY OF
THE CITY OF SANTA ROSA

FINE ARTS GUIDELINES FOR DEVELOPERS

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Redevelopment Agency Members:

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I. INTRODUCTION

The purpose of the Fine Arts Program for the Redevelopment Agency of the City of Santa Rosa is to reduce or eliminate blighting influences within redevelopment project areas by enriching the community through the integration of a wide range of art into redevelopment project areas, recognizing that art is vital to a livable community.

To this end, the Agency passed a resolution requiring developers to set aside at least one percent of total development costs for "cultural and artistic inclusions" in private or public redevelopment projects.

The following paragraphs set forth the Agency's guidelines to developers in redevelopment projects for implementing this program.

II. AGENCY POLICY

The Redevelopment Agency of the City of Santa Rosa has adopted a policy which provides, unless an exception is justified upon good cause shown, that every developer, public or private, shall be required to apply a minimum of one per cent of the total development cost to the creation of fine art and cultural elements in the development project.

The fine art elements generally will be located outside the building, not only for the development of a total program, but for the public to enjoy as well. Exceptions upon showing good cause, may be made on a case-by-case basis.

The Agency will incorporate this requirement, including maintenance and disposition, in all of its Disposition and Development Agreements. Disposition and Development Agreements negotiated by the Agency, most often with private developers, implement the Agency's Fine Arts Program as well as the Redevelopment Plan of which the main objective is to reduce or eliminate blighting influences within the redevelopment project area.

III. DEFINITION OF FINE ARTWORK FOR THE FINE ARTS PROGRAM

For purposes of the Fine Arts Program, artwork includes but is not limited to, all paintings, murals, inscriptions, stained glass, fiber work, statues, reliefs or other sculpture, monuments, fountains, arches, or other structures intended for ornament, commemoration, or display. Also included are: carvings, frescoes, mosaics, mobiles, photographs, drawings,

including the artistic placement of natural materials or other functional art objects may be included. Works of art may be portable as well as permanent.

IV. SELECTION PROCEDURES

The main objective of the Redevelopment Agency is to reduce or eliminate blighting influences within the redevelopment project area. The Fine Arts Program supports this objective. The Agency negotiates, most often with private developers, Disposition and Development Agreements that implement not only the Redevelopment Plan but also the Fine Arts Program.

As a very rigid procedure for the selection of the artist or art works would be inappropriate, the agency has developed several selection approaches and will use all of them at one time or another.

Depending on the development, location, scale, or other important criteria, one of the following methods will be used:

1. Selection by Agency and Developer
2. Selection by Agency or Developer
3. Selection by Fine Art Consultant approved by the Agency.

The above selection procedures can also be used to select the individual elements. It is recommended that the artist submit schematics and final plans for review and comment to the Consultant, or Agency, whichever the case may be.

Use of the same consultant for several projects is discouraged, as the fine art and cultural elements will begin to resemble each other.

V. COORDINATION WITH THE ART IN PUBLIC PLACES COMMITTEE FOR THE AGENCY'S FINE ARTS PROGRAM

The Art in Public Places Committee (APPC) oversees the Public Art Program in Santa Rosa. To ensure a spirit of cooperation and coordination, this Agency may refer fine art proposals to the APPC for its review and recommendations.

VI. EXAMPLES

Examples of fine art in local and out-of-town developments are shown on the following pages.