



City of
Santa Rosa
Recreation & Parks

ART IN PUBLIC PLACES COMMITTEE

Steele Lane Community Center, 415 Steele Lane, Santa Rosa, CA

Monday, February 2, 2009

3:30 p.m.

Agenda

1. Call to Order
2. Roll Call
3. **PUBLIC COMMENTS:** Except for public hearing agenda items, the public may comment on all agenda items and on items not on the agenda but within the jurisdiction of the Art in Public Places Committee at this time. Comments will be heard on specific agenda items at the time the item is called. The public may comment on public hearing agenda items when the hearing is opened. Each speaker is allowed three minutes.
4. Approval of Minutes – October 6, 2008
5. Chairperson’s Comments/Announcements
6. Scheduled Items Presented for Possible Decisions at this Meeting

6.1 Presentation-Downtown Zoning Permits

Because the downtown area is the focus of the Arts District and is key to economic development, staff will inform the Public Art Committee of proposed zoning changes which may impact the downtown and the art district.

Currently, the City considers tattoo and body piercing as a “personal services restricted” use, allowing it in most commercial districts with a Minor Use Permit. Clare Hartman, Supervising Planner with Community Development, will present the department’s proposal to retain this use, but to restrict these businesses in the Downtown Commercial District. (See attached documents)
Recommended action: Information only.

6.2 Report: Handcar Regatta request for support

The Great West End and Railroad Square Handcar Regatta was held on September 28, 2008 with over 4,000 people in attendance. The Arts District provided seed funding in the amount of \$4,000 to launch this community event, which had a budget of \$30,000. The seed money was a one time contribution from Redevelopment funds allocated to establish the Arts District.

The 2008 event was very successful and the organizers are proposing it become a Santa Rosa annual signature event. Event organizers will outline future plans and express a need to for support in the form of \$5,000 in funding, in-kind services such as toilets, street closures, Fire & Police fee waivers. Analysis: The Art in Public Places funds are limited by City Policy # 0042 (attached) to funding physical artwork and administration. Requests for in-kind services are considered through the City's Special Event Permit Process. Recommended action: Discuss event merit and city sponsorship possibilities.

6.3 Report – Santa Rosa Nissan Proposal for use of the 1% for Art funds

Santa Rosa Nissan, located at 1275 Santa Rosa Avenue, is involved in a major improvement project with a corresponding obligation for public art under the City's one percent for art program. Santa Rosa Nissan has opted to satisfy their obligation by contributing in-lieu fees. Subsequently, they have requested the fees be directed to development of an entry way art piece on the median created by the intersection of "A" Street and Santa Rosa Avenue north of Nissan's property.

Analysis: This request is consistent with the recommendations contained in the draft Arts District Business Plan. Staff supports this request and proposes the Art in Public Places Committee utilize a "call for artists" process to invite proposals with a "go green or recycle, reduce or reuse" theme.

Recommended action: authorize a call for public art to be located on the median at "A" Street and Santa Rosa Avenue with a budget not to exceed \$37,000 or that which is commensurate with the project's 1% allocation.

6.4 Presentation: Alliance for Contemporary Art – John Mackie

The group is proposing to work with the City of Santa Rosa to temporarily site art on loan from the San Francisco Art Museum. A proposal letter has been submitted (attached). Recommended action: Discuss the proposal and possibilities.

6.5 Staff Updates:

- a. Arts District Business Plan
- b. Phantom Gallery
- c. Community Projects

7. Communications: Financial Summary (attached)

8. Adjournment

The next meeting of the committee is scheduled on Monday, March 2, 2009, at #:30 p.m. at the Steele Lane Community Center in Santa Rosa, California.



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This information can also be accessed via the internet at: <http://srcity.org/default.aspx?PageID=650>

Any writing or documents provided to a majority of the Board of Community services regarding any item on this agenda will be made available for public inspection in the Recreation and Parks Department's Administrative Offices at 415 Steele Lane, Santa Rosa, CA. during normal business hours