

HOW Do I Get Started?

Developer may elect to fulfill this requirement with payment of the in-lieu contribution to the Santa Rosa Public Art Fund or with installation of the public art on the development site.

For on site art continue with the following steps:



1. While selection of the artwork and artist is the responsibility of the developer, City staff can assist you in getting started. The City's Arts Coordinator can refer you to local Public Art Consultants to assist you in your selection. Also, the City can introduce you to Bay Area and nationally recognized artists and their artwork.
2. After the developer has selected an artist and the artwork has been designed, you will submit a Public Art in Private Development Permit Application Packet to the Recreation and Parks Department.
3. Recreation and Parks Department will approve your application.
4. Developer includes the approved Public Art project proposal with submission of the building permit to City's Chief Building Officer.

For further information on how to obtain permits or how to begin the review process, please contact the City of Santa Rosa's Department of Community Development at (707) 543-3223 or visit, room 3 at City Hall.

For assistance in selecting an artist or deciding on an artistic design, please contact the Recreation and Parks' Department's Arts Coordinator at 543-3737.



We look forward to working with you to enhance Santa Rosa's community life!



The Public Art in Private Development Ordinance is administered by the City of Santa Rosa, Recreation and Parks Department, in partnership with the City of Santa Rosa's Department of Community Development, Planning Division.

Informational Guide to...

PUBLIC ART in PRIVATE DEVELOPMENT



Darrel Horn, Family Conference in Courthouse Square

What is Public Art in Private Development?

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WHAT is Public Art in Private Development?

The City of Santa Rosa has a strong commitment to promoting arts programming and public art as well as enhancing the quality of life for residential and business members of our Community. As a part of this commitment, the City passed the Art in Private Development Ordinance in 2006 (Ordinance No. 3805). This ordinance requires large commercial development to include art for public enjoyment with the understanding that in doing so, they are contributing to the livability of our city.



WHAT Does This Mean for Your Project?

Under the ordinance, any commercial development project (excluding Industrial) in excess of \$500,000 valuation would be required to expend 1% of your project's construction budget (equal to 1% of the Building Permit Valuation) to include publicly accessible art or pay an in-lieu fee. For on site public art, the choice of artist, style, medium and imagery will be yours; however the proposed artwork will be reviewed by the City's Recreation and Parks Department for appropriateness based on the following:

- The artwork must be easily visible to the public. It should be located in a prominent location which allows the art to be visible to the public from a public right of way at least during business hours.
- The artwork should be a fixed asset of the property and made of durable material and require low maintenance.
- The artwork must be appropriate for the selected site. It should be proportional in size to the scale of the development, and it should aesthetically enhance the surrounding area as evident of submission of a 8-1/2 x 11" color elevation rendering of the artwork and site plan (to scale and clearly showing the artwork in relation to its surroundings, including landscaping, public right of ways, street frontage and parking lots.)
- A wide variety of mediums are acceptable, provided that it is created by an artist and is appropriate for the site.
- The artwork must not pose a safety hazard or public nuisance in any way.
- The artwork value calculations should be 1/2% until 02/26/08 and thereafter 1% of the Building Permit Valuation as required.
- Eligible Art project expenditures are stated in Ordinance 3805 section 21-08.040.

WHAT Types of Projects will Fulfill the Ordinance?

While public art is often thought of as abstract or representational sculpture, there are many other artistic processes and mediums which will be considered. Any medium is acceptable provided it is part of a design which is large in scale, designed by a qualified artist, and is appropriate to the site. Please refer to section 21-08-040 of Ordinance 3805 for a comprehensive list. Here are some examples:

- Exterior Painting/Murals
- Sculpture
- Mosaic/Tile Work
- Paving Projects
- Water Fountains
- Stained or Etched Glass

