

Small Artwork Commission: New Public Art Locations

Public Art Presentation to Petaluma
General Plan Advisory Committee

Thursday, March 17th 2023

David Ward, Public Art Specialist
Community Development Department



PRESENTATION GOAL AND GPAC'S ROLE

- The purpose of this item is to solicit feedback from the General Plan Advisory Committee (GPAC) about potential artwork locations for upcoming public art commissions through the Small Artwork Commission and other future opportunities presented by the Petaluma Public Art Program.
- The role of the Commission for this item is to provide feedback and suggestions to City staff about new potential locations for public artworks in the City of Petaluma. Additionally, staff welcomes feedback on the general topic of locations for public artwork throughout the City from the unique perspective and purview of GPAC members.

Small Artwork Commission: Background



- Small Artwork Commission started in 2018 by the Petaluma Public Art Committee (PPAC) to make an **open, nimble,** and **streamlined** opportunity to create unique, site-specific public artwork commissions
- 2018: Keller Street Parking Garage mural, "Abstractions" by Ryan Petersen
- 2021: Petaluma Swim Center mural, "Making Progress" by Rough Edge Collective
- 2021 (in progress): Kenilworth JHS sculpture, "Woven Stories" by Calderón-Delgado
- PPAC's desire to see the Small Artwork Commission become an annual opportunity

Small Artwork Commission: Background (Cont.)

Primary goals of the Small Artwork Commission:

- Foster a sense of beauty, multi-layered meaning, or have other compelling attributes
- Be appropriate for a public space
- Be durable, safe, and low maintenance
- Represent the diversity of our community
- Provide opportunity to underserved artists, including artists of color
- Consider locations through Petaluma and activate neighborhoods that may not have existing public art



Small Artwork Commission: Background (Cont.)

Key details for the Small Artwork Commission's eligibility, selection, and process:

- Applicants must be a practicing, professional California-based artist over the age of 18
- Proposals are not limited in medium or type of artistic practice (i.e. 2-D, 3-D, mixed media, etc)
- Awarded project budget is up to \$25,000
- Timeline is completion of proposed project within 12 months of contract signing
- All submitted proposals will respond to a pre-selected location for new public artworks



Public Art Project Sites

- Public art on private property versus public (City-controlled) property
- Sites must be publicly accessible to all, not limited to certain residents and/or visitors to Petaluma, and welcomes all
- Prioritizes safety to the public above all, also prioritizes safety of the artwork and its surroundings (i.e. landscape, hardscape, structures)
- Considers diversity, equity and inclusion of Petaluma's community
- Is sensitive to history, vulnerable populations, use patterns, and environmental resources or amenities
- Enables public art opportunity's goals and Program's aspirations
- Utilizes the abilities and benefits of public art to support the location's needs and desires of the community



Ability of Public Art

- Place-making, creating a new sense of space, or reinforcing the intended/former use of an existing space
- Drawing positive attention to a space to support public safety and community attention
- Wayfinding and navigation
- Beautification and aesthetic support
- Integrate or complement ideas, history, storytelling, and use patterns into the context of the location's surroundings
- Represent and promote identity of the community or specific group of people

PRESENTATION GOAL AND GPAC'S ROLE

- The purpose of this item is to solicit feedback from the General Plan Advisory Committee (GPAC) about potential artwork locations for upcoming public art commissions through the Small Artwork Commission and other future opportunities presented by the Petaluma Public Art Program.
- The role of the Commission for this item is to provide feedback and suggestions to City staff about new potential locations for public artworks in the City of Petaluma. Additionally, staff welcomes feedback on the general topic of locations for public artwork throughout the City from the unique perspective and purview of GPAC members.

Questions?

Public Art Program Website:

<https://cityofpetaluma.org/planning-public-art/>



PUBLIC ART

MISSION STATEMENT AND GOALS

The City of Petaluma's public art program is committed to enhancing the appearance and cultural richness of the City by incorporating works of art into public places and fostering art within public view or access in private developments. The public art program encourages the use of art to celebrate the City's rich history, its significant environmental assets and the diversity of its community as well as to salute creativity, innovation and artistic excellence.

PETALUMA PUBLIC ART COMMITTEE

The [Petaluma Public Art Committee \(PPAC\)](#) reviews and approves public art applications and related materials for any public art project on public property or as part of a public construction project as defined in Chapter 18 of the Implementing Zoning Ordinance, and provides general oversight of the public art program, its projects, and sites.

Contact:

David Ward (he/him), Public Art Specialist
City of Petaluma
dward@cityofpetaluma.org

Petaluma Public Art Committee:

Meets the fourth Thursday of each month
Meetings on Zoom and in Petaluma City Hall
Council Chambers (when back in-person)

Thank you very much for your time and feedback.