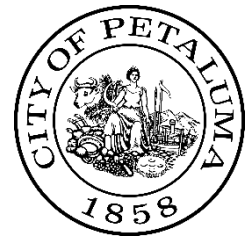


Kenilworth Playground Public Art Project:

Project Concept



Overview

The Kenilworth Park and Library are being remodeled as an entire project using Measure M and Proposition 68 funding managed by the City of Petaluma's Parks and Recreation department (Parks and Recreation). The project concept includes design and installation of a play structure, which is included in the project budget. The Kenilworth Park Playground Public Art Project (Playground Project) is developed and sponsored by PPAC would support Parks and Recreation revitalization work.

This playground-artwork commission opportunity would create a play-safe structure that is a welcoming, family-friendly space, will engage public art goals to support higher impact of the park, and will create a community-celebrated destination and space for all to enjoy. The PPAC plans to commit public art funds to commission an artist team to design new public artwork that functions as a playground for the newly remodeled Kenilworth Park site pursuant to discussions with Parks and Recreation. This playground-artwork commission opportunity will be managed by the PPAC and Planning staff in collaboration with Parks and Recreation and Recreation, Music, and Parks Commission (RMPC). A Request for Qualifications (RFQ) would be issued, and an artist team would be selected through the RFQ process.

Project Goals

The preliminary goals of the Playground Project as summarized by feedback from the PPAC are to:

- Use public art to create a welcoming and memorable experience for children and families
- Create, support, and facilitate a deeper interaction with the surrounding neighborhood and businesses
- Create a more visually stimulating environment for the Kenilworth Park area
- Engage with community aspirations for the future of Petaluma's neighborhoods (i.e. Old East Petaluma, Central Petaluma, and Payran areas)
- Encourage cultural tourism with a new public art offering and providing a family-friendly experience as a playground
- Partner with Parks and Recreation to expand the functional use and aesthetic of an existing park and playground through incorporation of public art.

The finalized project goals will be determined using the Selection Panel and using input from community outreach survey responses. In addition to guiding the playground-artwork commission opportunity, these goals would inform development of Selection Criteria for the RFQ process.

Citywide Goals and Priorities

The following citywide goals and priorities will be addressed and/or supported by the project:

- **Goal #116:** Maximize use of current parks and recreation infrastructure and other City-owned facilities and properties for hosting of recreational, sports, cultural and entertainment events that attract visitors to Petaluma
- **Goal #137:** Explore opportunities for more murals and art installations citywide
- **Goal #138:** Continue to maintain and update City facilities that provide places and spaces for community dialogue, public meetings, and customer service
- **Goal #149:** Develop a plan to prioritize playground upgrades/replacement and accessibility improvements.

As the project goals are finalized, PPAC anticipates that this project will respond to additional Citywide goals and priorities.

Eligibility

This opportunity is open to professional artists or artist teams over the age of 18 with qualified experienced as outlined in the *Selection Criteria*. Artists will be required to have a qualified professional playground design/builder on their team or in their consultation. Professional architects and landscape architects are also eligible to apply.

The entity that is selected to go into contract with the City to complete the project's scope of services must be at least 18 years old, however, artist teams may consult with individuals under 18 or include any aged individuals on their team.

Project Site

The project site is the Kenilworth Park along Payran Street and East Washington Avenue located at 150 Fairgrounds Drive in Petaluma, California. The playground area is located on the south side of Kenilworth Park. The footprint of the playground must stay within the designated playground area, which currently exists at roughly 2,500 square feet though may change as final mapping of the Kenilworth Park site is augmented and finalized.

Roles & Responsibilities

PPAC envisions participation from a variety of organizations, groups, or individuals. Below are some entities that would likely participate and their anticipated roles.

- **Project Manager:** Planning staff (public art specialist) and Parks and Recreation staff
- **Selection Panel:** panel of representatives from PPAC, RMPC, Youth Commission, and stakeholders for the RFQ. Selection Panel would recommend an artist team to the PPAC.
- **PPAC:** approves final selection of artist/artist team during RFQ and reviews final design against the project's goals and stakeholder/community feedback to ensure final design meets the identified goals of the Playground Project before final approval to begin

fabrication and installation of the playground-artwork concept. The PPAC will review the Playground Project through the Committee's purview.

- RMPC: informs goals and design considerations for continuity and compatibility with Kenilworth Park renovations while reviewing the Playground Project through the Commission's purview
- City Council: final approval body for design contract and fabrication grant
- Artist: design of artwork concept, working with playground builder and project stakeholders for features, engineering, fabrication, public hearing participation, and final design creation
- Community Members: to inform the project's goals and process throughout the project as representatives of the community, especially during community engagement opportunities. These members are listed below under *Stakeholders* where their anticipated role in the Playground project has been briefly described. Review bodies may seek input from specific groups, organizations, and individuals as core stakeholders during the Playground Project's community engagement process

Project Scope

The PPAC is commissioning an artist team through a Request for Qualifications to design the Playground Project. The artist/artist team will take input from the community outreach, project stakeholders, boards and commissions, and staff to create a final design proposal of the playground-artwork that will be fabricated and installed by a contracted playground builder.

The project will be limited to the playground's designated footprint, which will be set by the Kenilworth Park master site plan. Any structures and features for the Playground Project will be contained within the designated playground space in the site layout unless otherwise specified, reviewed, and approved (i.e. lighting features, landscape features, seating, etc.). All project features must comply with safety, ADA, Building, and other requirements set in the City's zoning ordinance and the performance standards described in the City code in addition to any requirements set forth in City permits. The current playground boundary may change as the Kenilworth Park site plan is finalized

Stakeholders

The Playground Project's stakeholder identification with their anticipated roles:

Boards and Commissions: Will review the Playground Project's design to understand how the proposal meets the selected project goals. Additionally, will review the project from the unique perspective and purview of the Committee/Commission/Board's priorities and background. These Boards/Committees/Commissions are the Recreation, Music, and Parks Commission, the Public Art Committee, the Youth Commission, and the Planning Commission.

Community Organizations: These organizations will be invited to participate in community engagement opportunities to help create final goals for the project and inform the designer

about the desired features, concepts, themes, and other components of the Playground Project. These organizations may be Friends of Kenilworth, Rebuilding Together Petaluma, Friends of the Petaluma Fairgrounds, Petaluma Regional Library, Parks and Recreation, the City's Building Division, and others.

Local Schools: Parents and children at Petaluma schools will be invited to participate in community engagement opportunities. Schools across Petaluma will be invited to provide input. Nearby schools to the Kenilworth Park area that may participate would be Live Oak Charter, Happy Hearts Preschool, Valley Oaks School, Crossroads, McKinley School, and Willow Tree School.

Selection Process

- Community Engagement: City Communications and Marketing teams will design engagement opportunities for RMPC and PPAC staff liaisons to co-manage, including but not limited to surveys, table/booth events, public hearing public comment, social media, and other channels and events to facilitate public response. These responses will inform the development of the RFQ selection criteria and project goals.
- Request for Qualifications: The application process will be open for all eligible teams and individuals to submit their qualifications. The project's Selection Panel will review RFQ submissions to make a recommendation to the PPAC for their review and consideration, which should be either a top-two or top-three qualified applicants with one selected, preferred artist/team as a top choice. The PPAC will consider the recommended applications to make a recommendation to City Council for approval to execute a design contract.
- Final Design: Selected artist team will create a proposal of the artwork concept that will be reviewed and approved for final design. Working with the playground builder and engineering specialist(s), the artist will use input from the community outreach and other staff and stakeholder comments to create a final design for the playground-artwork. Once the final design is recommended by the selection panel, PPAC, RMPC, and Planning Commission, the City Council will review and approve the public art expenditure to execute the project proposal for fabrication, installation, and construction by the contracted playground builder.
- Fabrication and Installation: The City will select and contract with a qualified, licensed playground builder. The artist will work with the contracted playground builder to complete all associated work to fabricate and install the playground artwork at the project site. Similar to the execution for the design contract for the artist, the PPAC will be required to review and recommend the selected builder to City Council to approve the public art fund expenditure to execute a contract with the City for fabrication and installation of the Playground Project.
- Project Completion: Once construction and installation is complete, the artwork should be unveiled and have a celebration event, organized by the PPAC.

Maintenance

The completed playground-artwork will require regular ongoing maintenance from frequent use and anticipated “wear-and-tear” that is unique from other public artworks. Once installed, a final step of the project will be a required maintenance plan as is a standard condition of the City’s Chapter 18 of the Implemented Zoning Ordinance.

The PPAC will be required to coordinate with City departments, including but not limited to Parks and Recreation and Public Works, to clarify the shared cost of maintenance, cleaning, and potential conservation of the playground-artwork. The project designer(s) and builder(s) will be responsible for communicating how to care for materials used in the structure and creating the maintenance plan for the City to care for the playground-artwork, including projected care tools, solutions or applications, material replacements, and an approximated budget.

In addition to a City-led maintenance plan, the PPAC should consider creating a scheduled community park clean-up program, adding the Kenilworth Playground to an ‘Adopt-a-Park’ program, and/or working with community organizations for donations and volunteering opportunities to create ownership of the Playground in the community.

Budget

- Community Engagement: \$5,000
- Design/Engineering: \$40,000
 - Structural plans
 - Foundation design
 - Travel stipend
 - Consultation fees
 - Artist payment
- Fabrication: \$100,000
 - Materials
 - Labor
 - Play-safe surfacing
- Installation: \$40,000
 - Shipping and transportation, construction rentals and operations/logistics
 - Construction permits
 - Surface grading, site prep
 - Site improvements and cleanup
 - Foundation/piers/footing creation
- Project Completion
 - Unveiling/celebration: \$2,500
 - Contingency: \$35,000 (reverted to PA fund if unused) (18% Of project budget)

- **Project Total: approx. \$222,500**
- **Parks and Recreation contribution: [TBD]**

Sequence of Project Management

Phase 1: Project Exploration and Discovery

- Community engagement - part 1: goals and selection criteria
- RMPC study session
- PPAC study session on findings from community engagement and RMPC feedback
- Consideration of Resolution for adopting Phase 2

Phase 2: Project Design Planning

- RFQ creation and approval by PPAC
- RFQ published for designer
- PPAC subcommittee formation
- Selection process (RFQ)
- PPAC recommendation for Council approval of contract

Phase 3: Project Fabrication Planning

- City solicitation of project fabricator/builder
- Community Engagement - part 2: theme, concept, and features
- Artist/team begins designing site-specific concept(s)
- City selects playground builder
- Resolution to Council to execute contract between City and playground builder

Phase 4: Project Construction Planning

- RMPC and PC study sessions
- Artist/team refines final design for approval
- PPAC approves final design
- Fabrication of playground artwork

Phase 5: Project Construction Execution

- Installation of playground-artwork
- Progress updates with RMPC and PPAC

Phase 6: Project Completion

- Final documentation submission
- Unveiling/celebration event