

RESOURCE PACKET – “River Crossing”

Overall Project Focus:

"River Crossing" project is funded through an NEA Our Town grant that provides a comprehensive plan for public art and arts experiences that will connect downtown Sacramento and the Washington District of West Sacramento by creating pedestrian friendly pathways linking art, entertainment, employment, and recreation with new residential development along the Sacramento Riverfront. The final culminating event for the project is a large scale temporary public art work or placemaking experience on both sides of the river.

The City of Sacramento, through its Metropolitan Arts Commission (SMAC) a city and county joint agency, is partnered with West Sacramento and Crocker Art Museum (critically situated within the Sacramento downtown District) to create a master plan to promote connectivity in both cities on either side of the river, specifically engaging both sides of the Tower Bridge and future plans for streetcar lines that will physically connect both cities in public transit stops on both sides of the river.

The culminating temporary public artwork, strategically situated on both sides of the river, will highlight the shared vision of the project.

Preliminary Timeline:

- June 2018 – Announce RFQ for River Crossing Temporary Public Art project
- July 11, 2018 – River Crossing idea and concept Symposium – Crocker Art Museum
- August 13, 2018 – RFQ submission deadline
- August, 2018 – Panel meets to select finalists
- Late - August 2018 – up to three Selected artists notified – contracts processed for design proposals (\$1500 design fee includes all expenses)
- November – Finalists’ proposal presentations – Winning Finalist selected
- November 2018 – Arts Commission and City Council Meetings for West Sacramento and Sacramento to announce chosen design concept
- December 2018 – NTP issued to artist – Artist begins fabrication / planning for installation
- January – August 2019 – Possible opportunities for programming and community participation
- September 2019 – Artwork installed – dedication ceremony and programming
- March 2019 – Artwork de-installed

Background on Sacramento and West Sacramento:

This is a time of extraordinary change for downtown Sacramento and West Sacramento’s Washington District. In Sacramento, the Crocker Art Museum is developing plans to build a Sculpture Garden in an adjacent park; an Entertainment and Sports (E&S) Center, Golden 1 Arena, now houses the city’s professional basketball team and has re-vitalized the downtown mall corridor, and plans are in place to add two pedestrian friendly bridges across the Sacramento River.

Final design and environmental documentation is being completed on a streetcar project that will circulate passengers on both sides of the river, and new high-rise apartment buildings are in the works in

both cities. The collective redevelopment potential in the Sacramento downtown district and the West Sacramento Washington district abutting the riverfront represents an additional population of 30,000 residents; significant compared to the current population of downtown Sacramento of 39,000.

Sacramento and West Sacramento have an opportunity to use this window of growth to create a long-needed Art Master Plan that will serve as a blueprint for the best way to integrate new housing, recreation, art, and civic space to form a walkable cohesive district. Although individual plans exist for new mixed use, compact riverfront growth, the Sculpture Garden and the Golden 1 Center, this plan will unify these separate efforts and address what is lacking – the creation of a walkable, vibrant, connected district bound by culture, recreation, entertainment and infused with public art.

Currently, the downtown master plan for Sacramento is complete and integrated into Sacramento's Downtown Specific Plan. West Sacramento is currently working with their consultant to complete their master public art plan for the Washington District. The temporary public art work will be the final project to highlight the work and efforts of both cities.

Target Audiences

Because this project spans a diverse cross section of downtown Sacramento and West Sacramento residents, workers, and visitors, the target communities are equally diverse. A segment of the downtown Sacramento population is composed of long time apartment dwellers facing neighborhood transience and a lack of art services. To many of them, this neighborhood, while busy during the day, is unsafe at night, and their ability to ride or walk is impeded by heavy traffic and poorly designed streets. Approximately fifty percent of these residents are Asian or Latino. New efforts for increasing bike traffic and pedestrian connectivity are helping make this downtown area more livable and pedestrian friendly.

The Washington neighborhood in West Sacramento has suffered from decades of neglect when West Sacramento was an unincorporated community. The area has deteriorating housing stock and numerous vacant and under-utilized parcels in-spite-of its proximity to economic generators in downtown and along the Riverfront. However, there are indications that the neighborhood is changing as new residential and retail projects are underway. There are large Russian and Latino populations in this neighborhood.

The overall goal for both Sacramento and West Sacramento is to improve the quality of life for all residents and visitors of all socioeconomic backgrounds who will make use of the great art, recreation, and entertainment offerings year-round in both cities.

Location Opportunities [See Graphic Maps included with this Resource Packet]

Opportunity 1: TOWER BRIDGE GATEWAY-TOWER BRIDGE-CAPITOL MALL

General Boundaries

West: Tower Bridge Gateway & 5th Street

East: Capitol Mall and 9th Street

Center: Tower Bridge

Description

The Tower Bridge serves as the visible central link between the two cities and potentially also serves as the focal point of the public art programming. The selected artist will program experiences along the west-to-east thoroughfare on Tower Bridge Gateway and Capitol Mall.

Opportunity 2: **RIVERFRONT**

General Boundaries

West: River Walk Park and River Walk Trail

East: Old Sacramento and Crocker Art Museum

Center: The River

Description

The river is the center, not the divider. Having the primary public art programming intensify its focus with the river as the central piece will serve as a powerful visualization of the connectivity between the two cities. River Walk Park and the Trail on the west side and Old Sacramento and/or the Crocker Museum on the eastern edge serve as the potential anchors.

RIVER CROSSING / PUBLIC ART RFQ

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OPPORTUNITY 1



OPPORTUNITY 2

