



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: February 20, 2018

TO: Carolyn Lehr, City Manager

FROM: Charles S. Bryant, Community Development Director

SUBJECT: **Public Art Committee's Annual Report On Committee Goals, Principles And Accomplishments For Year 2017; And Proposed Committee Priorities For Year 2018**

RECOMMENDATION

Accept this report on the Public Art Committee's accomplishments in 2017 and proposed priorities for 2018.

COMMITTEE GOALS AND PRINCIPLES

The Public Art Committee (PAC) advises the City on the projects and priorities for the Art In Public Places funds for the advancement of the Art in Public Places Program (AiPP).

ACCOMPLISHMENTS FOR YEAR 2017

COMPLETED CAPITAL PROJECTS

Shellmound Gateway at Shellmound Street and Powell Street Bridge

In 2017, R&R Studios completed installation of over 270,000 tiles and 24 lighting fixtures on six columns under the Powell Street Overpass adjacent to Shellmound Street, as well as lighting design and a community celebration of the art's installation. City Council acceptance of the completed project occurred in January 2018.

Emeryville Center of Community Life Public Art

In January of 2017, three new artworks commissioned by the City's AiPP were celebrated at a reception at the Emeryville Center of Community Life (ECCL). The works installed the prior year included:

- Kelly Ording's *Weaving and Waterways* mural in the Teen Center
- Paul Vexler's *Trefoil* sculpture suspended from the ceiling in the Welcome Center
- Madeline Weiner's *Basking in Knowledge*, three granite sculptures in the Library Courtyard

Additionally, Bulls Eye Glass donated an original work, made in concert with the community during the community outreach process for the Public Art Master Plan, that was installed in the Welcome Center at ECCL in January 2017.

Bus Shelter Temporary Public Art Program

Continuing a very successful program initiated in 2009, Phase IV of the Bus Shelter Temporary Public Art program installed new works at four bus shelters, with three of six commissioned local artists installing three works for four months each throughout 2017. Works are commissioned from artists who live or work in Emeryville at the time of the call. Over 100 works have been created for the program under the broad theme of “Flora and Fauna” and each is stored by the City. Three of these works were re-installed, after being decommissioned from the bus shelters, in the Senior Center bar room, where they are expected to remain until wear necessitates decommissioning. The Public Art Committee has endorsed operating the Bus Shelter Temporary Art program in perpetuity. Additional installations of decommissioned works are expected at City facilities.

Renovation and Restoration of *Sign of the Times*

Twenty new images designed by the *Sign of the Times* artist Seyed Alavi were installed on utility boxes throughout the City. Five original images were relocated, with 25 boxes stripped, re-painted, re-vinylated, and then protected by an innovative nanotechnology graffiti abatement treatment. The original work was award-winning, with national recognition. The original images, now owned electronically by the City, may be reinstalled on future utility boxes. Four new utility boxes are anticipated in 2018.

INITIATED PUBLIC ART COMMISSIONS

Greenway Murals

In 2017, a Request for Proposals (RFP) was released for up to two murals on private structures adjacent to the newest segment of the Emeryville Greenway just south of the intersection of Powell Street and Hollis Street. The PAC, through a sub-committee, was instrumental in release of the RFP and selection of finalists in 2017. Project implementation is expected in 2018.

Marina Public Art

A Request for Qualifications (RFQ) for a public art installation at the Emeryville Marina Park was released in 2017. The PAC, through a sub-committee, was instrumental in release of the RFQ and is expected to work through 2018 on the commission of proposals and selection of finalists. Project implementation is expected in 2018 or 2019.

OTHER AiPP INITIATIVES

Purchase Award 2017

Continuing a program initiated in 2006, the 2017 Purchase Awards included three works (a mixed media painting, an etching and a photograph) installed in two locations as follows:

- John Wood's *Chinese New Year 2017 Anxiety*, City Hall
- Ralf Hillebrand's *My Americans*, Oakland, CA, City Hall
- Kazuko Watanabe's *Nostalgic Imprint: Camelia Path*, Senior Center

This program has commissioned eighteen works in the last decade from sixteen local artists living or working in Emeryville. All artworks purchased by the City through this program are selected by an ad-hoc selection panel that reviews works available for purchase at in the Annual Celebration of the Arts exhibition.

Emeryville Celebration of the Arts 2017

The AiPP, for which the PAC has advisory responsibilities, contributed financial support to the 31st Annual Emeryville Celebration of the Arts, as it has historically done. The AiPP provided \$40,000, with the City named as a major sponsor accordingly. As the longest running cultural activity in the City, the PAC endorses the exhibition's ongoing citywide support.

Cultural Arts District

The PAC was instrumental in securing one of only 14 California Cultural District designations for Emeryville, writing letters of support, hosting tours and speaking on the district's behalf. The "Rotten City - Emeryville Cultural Arts District" was designated in 2017, with this designation lasting five years. To initiate the District, the PAC collaborated with the Emeryville Economic Development Advisory Committee to respond to the State's Needs Assessment for the Cultural District. In 2017, 30,000 brochures were distributed to State Visitor Centers including the 14 Cultural Districts as possible destinations. Additionally, the State has commissioned a district banner design available for districts to install and fabricate. The PAC anticipates additional marketing opportunities for the Art in Public Places Program through the Cultural District.

Public Art Map

2017 saw the re-release of the Emeryville Public Art Walking Map, revised to include key biking routes and to replace a removed art work due to redevelopment of a site. With the production of 4,000 new maps featuring Emily Payne's recently installed work at the Stanford Health Center, the PAC has a useful tool to market the new Cultural District to visitors.

Private Art Development

While the PAC does not typically advise staff on the implementation of private development's public art, the PAC is apprised of major new developments. In 2017, Development Agreements and site conditions created unique conditions where the PAC is expected to have review responsibilities in two cases: First, the Public Market's Development Agreement calls for an Art Master Plan to be developed through three meetings with the PAC. No meetings were scheduled in 2017 but are anticipated in 2018. Secondly, the Sherwin Williams development's park and open space Conditions of

Approval require public art placed on City-owned property to seek PAC review and recommendation to the City Council. These Conditions of Approval were approved by the Planning Commission in December 2017. Additional major art installations are expected at the EmeryStation West/Transit Center site, due to the magnitude of the development. Collectively, these three developments are expected to install over \$3 million of public art.

TOP PRIORITIES FOR YEAR 2018

2018 will be a major year for initiating new public art commissions with the Greenway Mural and Marina Public Art projects underway. Continued work of the PAC in 2018 will include Public Market and Sherwin Williams Public Art, Purchase Award, and Emeryville Celebration of the Arts. Also in 2018, Phase IV of the Bus Shelter Temporary Public Art program at four Bus Shelters will continue. In summer 2018, staff will work with the PAC to commission four to six new artists for Phase V installation in 2019 and 2020.

First Highlighted Priority

The Emeryville Greenway Mural is a pilot program to determine the instruments needed to commission publicly-accessible murals on private property. The works in 2018 are expected to create instruments for access and maintenance to murals on privately-owned buildings for use in future calls. Fifteen artists submitted and five were selected by a subcommittee for final consideration by the PAC in 2018. The PAC is expected to advise staff on the commission of one artist to complete one or two murals on buildings located adjacent to the Emeryville Greenway just south of the intersection of Powell Street and Hollis Street. This segment is currently under construction and is expected to be completed in early 2018, concurrent with Council consideration of an artist for the mural(s) installation.

Second Highlighted Priority

The Emeryville Marina Public Art will have five finalists from the over 90 artists submitting qualifications for consideration of an original artwork to be installed in the Marina Park. The commission is expected to be a major installation on scale with the Shellmound Powell Gateway project. Early in 2018, finalists will submit conceptual design proposal for selection of a finalist. Site conditions and Bay Conservation and Development Commission permitting may cause installation to occur in 2019, but major design and selection of finalists, as well as final design and fabrication, are expected to occur in 2018.

CONCLUSION

The PAC remains a robust and effective body working well with staff to expand the reach of artworks throughout the City and managing ongoing programs leading to the proliferation of art throughout Emeryville. However, a structural deficit looms such that the AiPP may be unable to sustain new calls for works or manage existing programs, within five years. Maintenance of increasingly complex new works will require funding as well. Additional funding mechanisms for the ongoing programs such as the Celebration

of the Arts, Purchase Award and Bus Shelter program and maintenance are needed, as well as for the full implementation of the Public Art Master Plan.

PREPARED BY: Amber Evans, Economic and Community Development Coordinator II

REVIEWED BY: Chadrick Smalley, Economic Development and Housing Manager

**APPROVED AND FORWARDED TO THE
CITY COUNCIL OF THE CITY OF EMERYVILLE:**



Carolyn Lehr, City Manager

ATTACHMENTS

- Shellmound Gateway Postcard
- Purchase Award Postcard
- Senior Center Joint Reception Community Grant and Purchase Award Postcard
- ECCL Public Art postcard
- Bus Shelter Phase IV Bookmark
- Public Art Walking and Biking Map
- Cultural District Brochure