



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: September 5, 2017

TO: Carolyn Lehr, City Manager

FROM: Charles S. Bryant, Community Development Director

SUBJECT: Resolution Of The City Council Of The City Of Emeryville Approving The Release Of A Request For Proposals For A Pilot Mural Project To Be Installed Along The Emeryville Greenway Between Powell Street And Stanford Avenue

RECOMMENDATION

The Public Art Committee (PAC) recommends that the City Council adopt the attached resolution approving the release of a Request for Proposals (RFP) for a Pilot Mural Project.

BACKGROUND

The Public Art Master Plan (PAMP), adopted by the City Council on December 6, 2016, identifies several conceptual programs and projects, including a Murals Program. On January 12, 2017, the PAC recommended that initial PAMP implementation efforts focus on the development of a mural program sponsored by the City. As part of the discussion regarding development of a Public Art Mural Program, an ad-hoc subcommittee of the PAC was formed and developed recommendations which were then reviewed by the PAC during their meetings of April 18, June 8 and July 13, 2017. The proposed RFP is based on past City practice of developing a new program through the implementation of a pilot project first, and then creating program guidelines based on evaluation of the pilot project. The site proposed for the pilot project, the segment of the Emeryville Greenway between Powell Street and Stanford Avenue (currently under construction), was chosen based on its high visibility and potential benefit to the public. In addition, there are two possible locations for murals at this site, which provides flexibility and invites creative proposals.

DISCUSSION

The proposed RFP is included as Exhibit A of the attached resolution. The artist solicitation process differs from that used for a typical public art installation, because the programmatic installation of murals on private and public properties is a fundamentally different activity from unique installations of art in public spaces. Modifications to the standard Request for Qualifications/Proposals (RFQ/P) approach used for other public art projects include the following:

- A proposal (per a specified application form) is being sought in a single step selection process rather than semi-finalists being selected prior to commissioning conceptual proposals
- No budget will be specified; rather a budget will be required as part of submitted proposals
- The proposed art is to avoid historic themes and to provide inspirational and joyful themes as appropriate for the Greenway as a place of tranquility within the urban core
- The property owner(s) associated with the project must enter into a Public Art Easement Agreement with the City
- The call for proposals is limited to respondents based in California
- The property owner and/or tenant will be included in the art selection process.

The RFP includes an application form as Attachment 1, intended to streamline the selection process and make the submittal requirements easy to understand in an effort to encourage participation. Easement and maintenance requirements are identified in the RFP and theme and curatorial standards are articulated. Attachment 2 of the RFP provides context photos of the site and vicinity and includes example viewpoints intended to provide the artist/artist team with a backdrop to use for either computer or hand-illustrated depictions of proposed art using similar viewpoints for each submittal, which will help to ensure that each proposal is evaluated in a fair and consistent manner. Attachment 3 of the RFP is a draft plan of the Broken Rack site remodel, which is to be completed immediately following the completion of the Greenway improvements and prior to mural installation. This is one of two potential mural locations as shown in Attachment 2 of the RFP, *Context Photos-Viewpoints*.

FISCAL IMPACT

There are no fiscal impacts at this time, as this Council action only relates to the solicitation of proposals for the Pilot Mural Project. Funds to support the Pilot Mural Project are already included in the Capital Improvement Plan (CIP) Project PA-02 "Implementing Art Projects – Master Plan". This CIP project includes \$125,000 in Art in Public Places funds (Fund 243) for Fiscal Year 2017-18. While a specific project amount is intentionally not identified in the RFP, staff does not anticipate proposals to exceed \$45,000, which is within the City Manager's contract authority. If the Pilot Mural Project results in an ongoing Mural Program, it is likely that subsequent mural RFPs would include a specified maximum budget, to be derived from staff's experience with the Pilot Mural Project.

STAFF COMMUNICATION WITH THE PUBLIC

As previously mentioned, three publicly noticed PAC meetings have been held to discuss the Pilot Mural Project. Staff has also been in communication with the site property owner and the owners of the Broken Rack and Honor Bar restaurant.

LEGAL CONSIDERATIONS

The City Attorney has reviewed and approved this staff report and accompanying resolution.

CONCLUSION

The Public Art Committee recommends the City Council adopt the attached resolution approving release of an RFP requesting proposals for new mural(s) to be located on buildings fronting the Powell to Stanford segment of the Emeryville Greenway.

PREPARED BY: Emi Thériault, Community and Economic 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

1. Resolution
2. Exhibit A. Request for Proposals
 1. Application Form
 2. Context Photos-Viewpoints
 3. Broken Rack Remodel Plans