



# City of Emeryville

C A L I F O R N I A

## MEMORANDUM

**DATE:** September 19, 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 Qualifications For A Public Art Installation At The Emeryville Marina**

### RECOMMENDATION

The Public Art Committee (PAC) recommends that the City Council adopt the attached resolution approving the release of a Request for Qualifications (RFQ) for installation of a public art piece at the Emeryville Marina.

### BACKGROUND

The Public Art Master Plan (PAMP), adopted by the City Council on December 6, 2016, identifies several conceptual programs and projects, and identifies the Marina as a priority location for an iconic public art installation. On January 12, 2017, the PAC recommended that initial PAMP implementation efforts focus on the development of a Request for Qualifications (RFQ) for a public art project at the Emeryville Marina. The PAC formed an ad-hoc Marina Public Art Subcommittee comprised of two PAC representatives (Jean Goldman and Sharon Wilchar), two site representatives (Diane Isley of Emery Cove Marina and Michelle Shadows, operator of the Emeryville Marina) and two site users (Klaus Lange and Betsey Cooley). The ad-hoc subcommittee met twice in City Hall and once on-site to advise staff as to:

- Priority locations for possible installations
- Identification of artistic goals and competing uses at the site
- Budget
- Maintenance and site installation concerns

On June 12, 2017, the ad-hoc subcommittee recommended PAC approval of a draft RFQ (included as Exhibit A of the attached resolution). On August 10, 2017, the PAC unanimously recommended the City Council's approval of the RFQ for release.

As with prior public art solicitations, the PAC is expected to work with staff and an arts consultant to solicit an artist team and ensure installation in a timely manner. As is typically done, the RFQ will be released on Call For Entry (CaFE) at [www.callforentry.org](http://www.callforentry.org).

Additionally, due to the harsh nature of the site conditions, the RFQ will be distributed to artists associated with the Black Rock Foundation, which is a regional outdoor artist collaborative associated with the Burning Man annual gathering. The ad-hoc subcommittee reviewed example images from the PAMP and an exhibition of art installed at Burning Man, noting the appropriateness of examples of works that allowed wind to blow through, low lying works, or works incorporating viewing platforms. The solicitation will include artists commissioned by, or exhibiting at, Burning Man in pursuit of the current “maker spirit”, which was historically found at the mudflats adjacent to the site.

## DISCUSSION

### *Priority Locations*

On May 22, 2017, staff met with the ad-hoc subcommittee to identify key opportunity sites that maximized public access and minimized potential conflicts. The ad-hoc subcommittee recommended the following locations, further described in the RFQ and depicted in an aerial photograph in Attachment A to the RFQ:

1. Site 1: Northwestern point
2. Site 2: Mound to the east of the family meadow
3. Site 3: Berm between the Bay and the parking lot along outer trail

### *Goals*

On June 12, 2017 the ad-hoc subcommittee reviewed the goals of the project and agreed on the following:

Elements of the Emeryville Marina public art project may:

- Create an iconic image for Emeryville unique to the setting and of a scale and quality to be a memorable image evocative of Emeryville
- Enhance public awareness of and respect for the shoreline, including its diverse uses and users, natural habitat and biodiversity
- Craft a landmark that welcomes visitors by boat and trail and deepens the pride in place of local residents
- Create kinetic or engageable/climbable pieces for residents and visitors while highlighting the site, the environment and the unique vista points
- Utilize innovative and visionary methods to create installations with durable materials evocative of the spirit of prior temporary art works to honor historic temporary art installations at the nearby mudflats of the Emeryville Crescent
- Integrate art functionally with the public spaces, creating delightful spaces among the public open spaces of the Marina Park
- Create a memorable artwork to increase the public enjoyment of this beautiful site, and its relationship to both the natural environment and its urban setting

### *Community Participation*

During the development of the PAMP, the PAC considered strategies for using the Art in Public Places Program to further the educational opportunities for students and residents in the arts through the commission of public art works. The PAC noted this should be optional for professionals potentially willing to work with local groups, particularly school children. The ad-hoc subcommittee discussed specific opportunities for inclusion of this goal in the proposed project. Accordingly, the RFQ offers a \$1,500 stipend to artists who wish to propose an opportunity for students or community members to work on the design or fabrication of the installation, or offering educational opportunities related to the installation in the studio space through tours or internship, or a classroom demonstration or lesson plan, for example.

### *Budget*

The ad-hoc subcommittee recommended an artist fee of \$150,000 for this project. This amount includes all costs related to the team's design and project management fees; all subcontracted and consultant costs, including engineers, electricians, fabricators, studio and overhead costs; fabrication, transportation, delivery, storage and installation of all art components; insurance and all other costs associated with the art project including a minimum contingency of 15%. In addition to the artist fee, an art commission requires funding for the selection panel, reception, consulting services, conceptual design from finalists, the proposed stipend for community participation discussed above, and a contingency for costs to be incurred by the City in the commission of the project.

The following proposed budget includes all costs anticipated inclusive of the artist fee:

<b><u>Use</u></b>	<b><u>Cost</u></b>
Artist	\$150,000
Honorarium and travel (\$3,000 stipend and budget not to exceed \$4,000 for travel per proposal with actual reimbursement based on provided receipts)	\$35,000
Conservator	\$5,000
BCDC* Permitting	\$2,000
Miscellaneous: printing, postcards, reception, plaques, plaques installation	\$6,500
Consultant	\$30,000
Stipend for community participation	\$1,500
Contingency (10% art commission)	\$15,000
<b>Total</b>	<b>\$245,000</b>

\* San Francisco Bay Conservation and Development Commission

### *Schedule:*

The following schedule is proposed for the artist solicitation process and installation of the project. This schedule may be subject to change due to permitting processes,

fabrication periods, and installation requirements. The final schedule will be refined with artists or artist teams, agencies, and consultants.

RFQ Issued	September 25, 2017
Applications Due	November 10, 2017
Panel meets to select semi-finalists	November 15, 2017
Project Orientation for semi-finalists	November-December 2017
Conceptual Design Proposals Due	January 31, 2018
Proposals displayed for public viewing in City Hall	February 1-15, 2018
Project Finalists Recommended by Selection Panel	February 2018
PAC Reviews Selection Panel Recommendations	March 8, 2018
City Council Considers Public Art Committee Recommendations - Project Finalists Selected	March 2018
Contracts and Notice to Proceed Issued, Permits	March 2018
Design Development, Fabrication and Installation	April–September 2018
Dedication Event	Tentatively October 2018

## **FISCAL IMPACT**

There are no fiscal impacts at this time, as this Council action only relates to the solicitation of proposals for the Marina Public Art installation. Funds to support the 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 which will be partially used for the Marina Public Art installation.

## **STAFF COMMUNICATION WITH THE PUBLIC**

As previously mentioned, two publicly noticed PAC meetings and three PAC ad-hoc subcommittee meetings have been held to discuss the Marina Public Art installation. Staff has also been in communication with the adjacent site property owners and managers, including both harbor masters.

## **LEGAL CONSIDERATIONS**

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

## **CONCLUSION**

The Public Art Committee recommends that the City Council adopt the attached resolution approving release of an RFQ for an art installation in Marina Park on the Emeryville Marina’s western edge.

**PREPARED BY:** Amber Evans, 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:**



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Carolyn Lehr, City Manager

**ATTACHMENTS**

1. Resolution
2. Exhibit A to Resolution, Request for Qualifications