

THE FOLLOWING PAGES CONTAIN NINE CONCEPTUAL PROJECTS AND SIX  
CONCEPTUAL PROGRAMS, ALL OF WHICH WERE CREATED TO INSPIRE  
FUTURE PROGRAMS AND PROJECTS.

# CONCEPTUAL PROJECTS

BELOW  
RELIC  
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Conceptual projects are tied to specific locations and conceptual programs are not. The projects and programs are not ranked by priority and should be considered strategically as opportunities present themselves both financially and at specific sites.

## CONCEPTUAL PROJECTS

The Public Art Master Plan has identified nine conceptual projects to be installed throughout the city. The sites are indicated on the














map and are further explored on the following pages. Conceptual projects are tied to specific locations and may be reoccurring or phased in their commission. Concept implementation should not be restricted to the following projects, and can be altered and changed as time progresses. The following projects are not ranked by priority and should be strategically selected as opportunities present themselves.

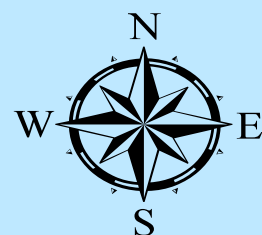


# CITY OF EMERYVILLE PUBLIC ART MASTER PLAN CONCEPTUAL ART PROJECTS MAP

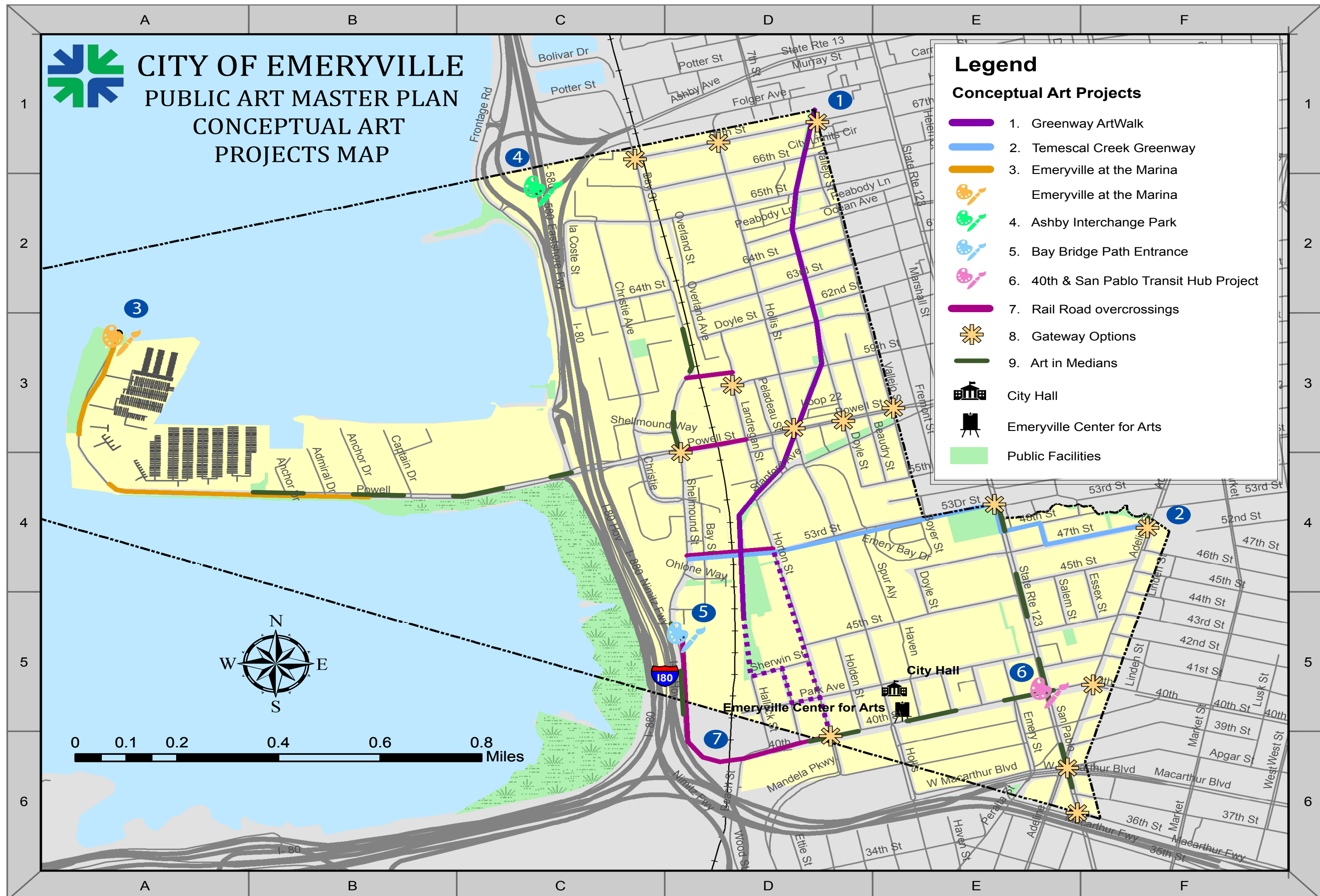
## Legend

### Conceptual Art Projects

-  1. Greenway ArtWalk
-  2. Temescal Creek Greenway
-  3. Emeryville at the Marina
-  Emeryville at the Marina
-  4. Ashby Interchange Park
-  5. Bay Bridge Path Entrance
-  6. 40th & San Pablo Transit Hub Project
-  7. Rail Road overcrossings
-  8. Gateway Options
-  9. Art in Medians
-  City Hall
-  Emeryville Center for Arts
-  Public Facilities



0 0.1 0.2 0.4 0.6 0.8 Miles



THE FOLLOWING PRICE RANGES ARE BASED ON NATIONAL BEST PRACTICES AND ARE PRESENTED IN A PRICE RANGE RATHER THAN AN EXACT PRICE POINT. THIS ALLOWS DISCRETION FROM THE PAC TO DETERMINE THE MOST EFFECTIVE WAY TO PRIORITIZE PROJECTS AND DETERMINE THE EXACT AMOUNT OF EACH ARTIST CALL'S BUDGET.

- MURAL EXTERIOR: \$5,000 - \$50,000
- CROSSWALK: \$1,000 - \$5,000
- ARTIST DESIGNED BIKE RACK: \$5,000 - \$10,000
- ARTIST DESIGNED BENCH: \$5,000 - \$10,000
- ARTIST FENCE OR SCREEN: \$1,000 - \$5,000.00
- LARGE SCALE ICONIC SCULPTURE: \$100,000 - \$200,000
- TEMPORARY ART FESTIVAL: \$10,000 - \$20,000 / YEAR
- BRIDGE PROJECT \$50,000 - \$100,000
- INTERACTIVE SCULPTURE: \$35,000 - \$100,000
- ICON: \$1,000 - \$5,000

# PROJECT 1: GREENWAY WALK

## SITE DESCRIPTION

The north/south greenway follows old railroad spurs, and connects Berkeley in the north to the Park Avenue District, Bay Trail, and West Oakland in the south. The construction of a direct link between the 9th Street Bike Boulevard, the Greenway and the South Bayfront Bridge will take place in 2017/2018, linking the Greenway to the many uses west of the rail tracks.

## PROJECT CONCEPT

The Emeryville Greenway is used by residents of Emeryville, Oakland and Berkeley as a major route for cyclists and pedestrians. Workshop participants spoke of the Greenway as a treasured place – a rare opportunity in Emeryville to find respite from urbanity. A series of delightful art interventions found along the pathway could serve as a set of metaphorical “bread crumbs” along the path, perhaps utilizing unique opportunities for mural installations, complementing new wayfinding and enhancing the utility and aesthetics of the Greenway.

Through activations of multi-media, artist-designed functional pieces, and various other unique art experiences, the Project can create a pleasant experience and thus enhance the quality of life in Emeryville on its most treasured path. Opportunities for the Greenway (detailed below) include:

- Low Impact Murals: Due to the lack of front facing buildings, there exist several opportunities for murals along the greenway, which means low chance of future development conflict.
- Continuous Crosswalks: In addition to placing murals on unassuming neighboring buildings, the crosswalks used by cyclists and pedestrians for a continuous experience could also receive treatments to signify continuation of the Greenway.
- Private Property Participation: Neighboring businesses of the Greenway could also have the opportunity to purchase artist-designed bike racks installed outside of their place of business in order to raise money for further public art and programming opportunities.



## CONCEPTUAL PROJECT 1: GREENWAY ART WALK

- Bollards: The bollards at each northern crossing could be re-envisioned by an artist or artists.

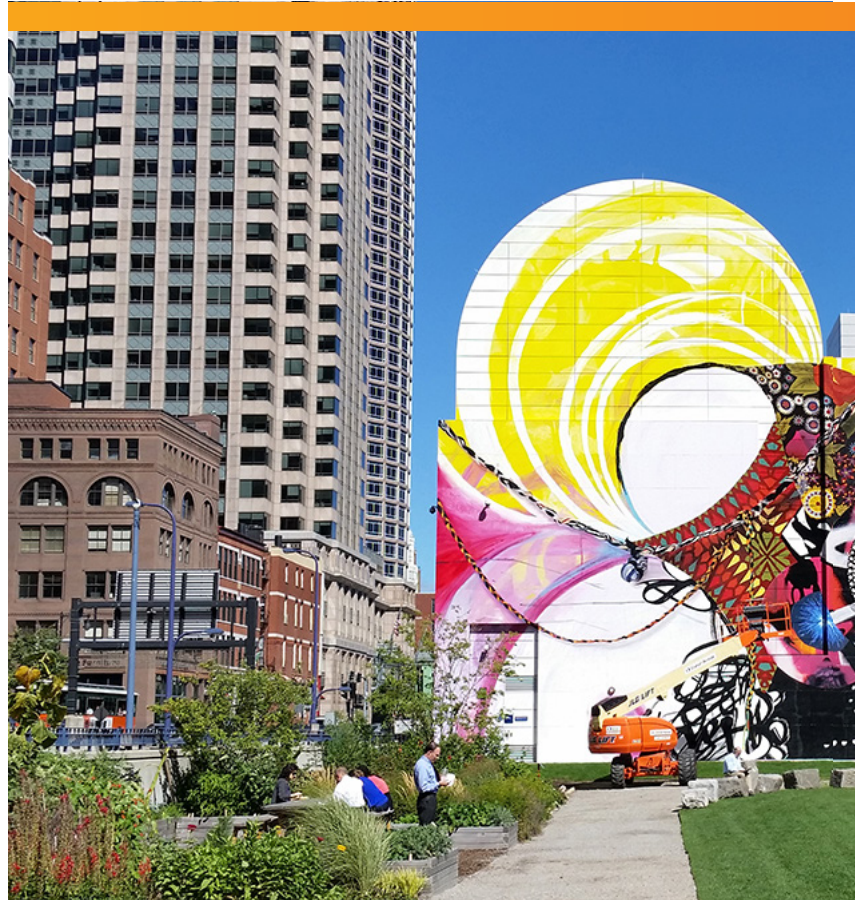
### OPPORTUNITIES

A series of private building murals made possible through partnering with the city or by property owners' own volition to include:

- The new mural at the Marchant Building (site includes partially installed large mural) marking the northern entrance into Emeryville on the Greenway from Berkeley and Oakland, (site will also incorporate wayfinding)
- The eastern facade of the City's Corporation Yard building located on the Greenway at the intersection of 59th Street and Hollis Street, Conditions of approval include a building wrap, which is currently planned to include artistic interpretation of historic events. This is the only public opportunity along the Greenway.
- Owners of the Broken Rack, a restaurant with outdoor seating along the newest planned segment of the Greenway, have expressed interest in a mural on the property. The outdoor seating will be built between Powell Street and Stanford Avenue in 2017. Consideration for a mural was initially discussed while the City was approving plans.
- The Sherwin Williams site development may include a path extension adjacent to the rail tracks. Buildings developed adjacent to the planned path may have unique facades visible from the trail and the railway. Once developed, this site will have a significant AiPP funding obligation, including potential path-side facades within the programming of the space, possibly creating a significant contribution to the "Art Walk".

### CROSSWALKS FOR THE GREENWAY INCLUDE

- Northern Greenway: 67th Street, 66th Street and 65th Street
- Doyle Street Bike Boulevard: Ocean Avenue, 64th Street; 63rd Street; 62nd Street; 61st Street and 59th Street
- Powell Hollis Intersection
- Southern Greenway (construction forthcoming): Peladeau



**ABOVE**  
**CITY OF THE SUN**  
Gemma Danielle  
Cherry Creek Path, Denver, CO  
Photo: Americans for the Arts





**ABOVE**  
**DEWEY SQUARE MURAL**  
 Shinique Smith  
 Boston, MA  
 Photo: Boston Magazine

**BELOW**  
**THE RIDGES CROSSWALK**  
 mksk  
 Athens, OH  
 Photo: Essence of Athens



Street Horton Street, 53rd Street and Horton Landing Park

- Horton Street Bike Boulevard: 45th Street, Sherwin Street, Park Avenue, and 40th Street before Oakland's' Mandela Parkway connection
- Sherwin Williams' development site may include a continuous Greenway from Horton Landing Park to Halleck Street to Park Avenue, before returning cyclists to Horton Street or Mandela Parkway

## FUNDING POSSIBILITIES

NEA *Our Town* grant

## ADMINISTRATIVE REQUIREMENTS

Should the project create demand for mural development among private property owners, the above locations may serve as a pilot and test lab project for future mural development on private property – see Conceptual Program 5.

## PROJECT COST

See cost estimates for bike racks, crosswalks, public murals for potential estimated cost of a call or calls for this Conceptual Project.