



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: January 16, 2018

TO: Carolyn Lehr, City Manager

FROM: Charles S. Bryant, Community Development Director

SUBJECT: **Resolution Of The City Council Of The City Of Emeryville Accepting As Complete *Shellmound Gateway*, A Public Art Installation By Rosario Marquardt And Roberto Behar Of R&R Studios, Located On Shellmound Street Under The Powell Street Bridge**

RECOMMENDATION

Staff recommends that the City Council adopt the attached resolution accepting as complete Rosario Marquardt and Roberto Behar's *Shellmound Gateway*, located under the Powell Street bridge at Shellmound Street.

BACKGROUND

On September 2013, a Request for Qualifications (RFQ) for a public art installation on Shellmound Street under the Powell Street bridge was issued and then subsequently modified to extend the submittal deadline to December 31, 2013. On November 5, 2013, the City Council appointed a seven-member Selection Panel to review the RFQ submittals. The Selection Panel included Public Art Committee (PAC) Members, Public Works staff, two outside arts professionals, and representatives of Madison Marquette and CCRP/Public Market, owners of Bay Street and the Public Market, respectively.

In response to the RFQ, 43 applications were received, and eight of these were subsequently disqualified. The Selection Panel members individually reviewed the applications on Call for Entry (CaFE), a web-based service that allows organizations to manage artist-application and jury processes related to a call for entry and other events. This review reduced the field of applications to 19. On January 17, 2014, the Selection Panel reviewed the 19 remaining applications and reduced the number to six applications, with whom the Selection Panel conducted interviews via teleconferencing. Based on the interviews, the Selection Panel recommended that the PAC select four finalists: Lajos Heder and Mags Harries, Blessing Hancock and David Fletcher, Catherine Widgery and Brennan Cox, and Rosario Marquardt and Roberto Behar (R&R Studios).

After participating in site tours and submitting preliminary information regarding their proposals, the finalists delivered conceptual design proposals to the City, which were placed on display in City Hall on November 14, 2014. On November 21, 2014, the Selection Panel reconvened and each of the four finalists presented an overview of their proposal. The Selection Panel felt that the proposal by R&R Studio, entitled *Electric Rainbow*, best met the goals of the project. The proposal consisted of a kinetic multicolor screen combining painted aluminum and LED light tubes under the bridge, with the bridge columns painted red. In general, the Selection Panel said the project was a clean, elegant, and simple solution to the complexity of the Powell Street Bridge environment. They also felt that the installation was feasible as it did not require penetrating the bridge girders and that it would not require excessive maintenance.

The Selection Panel made the following suggestions regarding the artwork:

1. Conduct a light study to make sure that the project illumination is effective during both day and night hours.
2. Consider whether the lights should be motion activated or whether there should be more lighting, particularly on the columns, as illuminating the underpass area was a primary goal of the project.
3. Reconsider the color suggested for the columns, feeling that a color other than red might be more appropriate.

Additionally, staff raised concerns that the proposal would need to determine the best strategy for addressing maintenance concerns (including pigeon roosting) and road operation impacts.

On January 8, 2015, the PAC unanimously approved a motion recommending that the City Council authorize the City Manager to execute a contract with R&R Studios pending provision of samples and the inclusion of a lighting study within the contract. On February 12, 2015, the PAC reviewed project samples and unanimously approved a motion recommending that the executed contract with R&R Studios have stipulations that the Artists add the following items to their work scope:

1. Provide a lighting study to ensure that the project illumination is effective during both day and night hours.
2. Consider additional lighting, particularly on the six columns adjacent to Shellmound Street.
3. Research and provide specifications for a secondary bracing system for the installation of the tubular screens.
4. Reduce the space between the tubular screens to prevent birds from nesting or include netting or another detraction system above or within the screens to prevent access by birds.
5. Obtain field measurements prior to completing the final design of the artwork.
6. Adjust, if needed, the colors recommended in the Artists' original proposal for the columns and tubes based on the lighting study results.

On April 7, 2015 the City Council approved a resolution adopting the PAC's recommendation to approve the conceptual design proposal by R&R Studios for the Shellmound/Powell Street Bridge Public Art Project; and authorizing the City Manager to enter into an Agreement with R&R Studios in an amount not-to-exceed \$285,000 to fund the final design, fabrication, transportation and installation of the artwork and the research and production of two "Imaging and Themes" documents, one for public improvements and one making suggestions for adjacent private development to provide a conceptual framework for future public art and landscaping elements in the Shellmound District.

From August to November 2015, R&R Studios further developed design documents for the installation of *Electric Rainbow*. Concerns relating to pigeon roosting and traffic control related to general maintenance led to extensive evaluation of various pigeon mitigation techniques by R&R Studios, local experts, and staff. By March 2016, the available mitigation methods were deemed infeasible by R&R Studios and staff, and on April 14, 2016 the PAC recommended abandonment of the *Electric Rainbow* concept design for this installation.

On May 7, 2016, R&R Studios proposed the replacement of *Electric Rainbow* with a new design concept entitled *Shellmound Gateway* consisting of tile mosaics on each column in varying ring patterns, with lighting of changeable colors. On May 12, 2016, the PAC provided comment on the Draft District Plan and the feasibility of installing *Shellmound Gateway*. After the PAC's review, staff directed R&R Studios to complete the final District Plan for City Council review and adoption with *Shellmound Gateway* featured in the Plan. R&R Studios submitted the final District Plan on July 7, 2016 and it was provided to the PAC. The District Plan was also shared with developers and owners of adjacent properties and they were informed of the City Council's review and adoption of the District Plan.

On September 20, 2016, the City Council approved resolutions (Nos. 16-134, 16-135) accepting a revised proposal from R&R Studios for the Shellmound/Powell Street Bridge Public Art installation, replacing *Electric Rainbow* with *Shellmound Gateway*, adopting the Shellmound District Public Art Plan, and authorizing the City Manager to enter into a First Amendment to the Agreement with R&R Studios revising the Scope of Work to reflect the revised proposal and amending the project schedule.

Revised Proposal

Shellmound Gateway covers the six columns nearest to Shellmound Street in polychromatic glass tiles. Lights illuminate the art project at night and develop a kinetic effect that brings life, movement and visual interest to the driver and pedestrian experience going under the bridge. Approximately 270,000 tiles are included in the project. The lighting at the columns is multicolored, programmed to alter every ten seconds and repeat its rotation in a constant loop. The lighting is provided by linear color LED fixtures, pointed downward from under the bridge, that produce a wash of light on the columns and the adjacent sidewalk. The lighting was programmed to

change color at specified intervals, and does not have effects that may be distracting to drivers. R&R Studios worked with a lighting consultant to determine the final location and design of the lighting control system, adjusted the angle of the lighting in the field to maximize the visual impact, and eliminated colors with a clashing pallet with the tiles. The color pattern programmed is Yellow – Red – Magenta – Orange – Magenta, with this cycle repeating every 50 seconds.

Shellmound Gateway includes twenty-four lighting fixtures (i.e. four on each column). The LED fixtures were connected to existing power, conduit, and a photocell at the bridge, which allows the artwork lighting to turn on at dusk and off at dawn, as the street lights do.

R &R Studios', team included:

- LED Light Programmer Phillips Color Kinetics
- Electrical Engineer (lighting designer) Zeiger Engineers
- Mosaic tile installers: Mission Flooring
- Light Supplier: SESCO Lighting
- Mosaic Tile Manufacturer: Hakatai Enterprises
- LED light Installer DC Electric

Column tiling was completed in August 2017 by Mission Flooring; DC Electric installed, and Phillips Color Kinetics programmed, the lighting on the evening of December 11, 2017. The artwork was featured at a reception on December 12, 2017. Artists were on-site to discuss their works and answer questions. About 35 people attended.

DISCUSSION

Pursuant to Section 9.3 of the Agreement for Design, Fabrication, Transportation and Installation of Art Work for the Shellmound/Powell Street Art Project between the City and R&R Studios (the "Contract"), the final Interim Payment to R&R Studios is contingent upon the City Council's approval of the art work. Section 6.4 of the Contract sets forth conditions to final acceptance by the City Council, including design and fabrication milestone approvals, timely installation performed in conformance to the approved final design, approval by the City's project manager, and the City's receipt of artwork documentation and final maintenance plan.

The Art in Public Places fund (Fund 243) will be used for on-going maintenance of the work. R&R Studios has indicated that graffiti removal materials are readily available and recommended brands for each product for the regular upkeep of the artwork. The columns are vulnerable to both graffiti on the work and prying of the tiles from the columns such that biannual cleaning and inspection is recommended. Replacement tile and grout are being kept at the City's Corporation yard for repair of damage.

FISCAL IMPACT

By accepting this artwork as complete, the City assumes the responsibility of maintenance of the artwork. The current Capital Improvement Program (CIP), adopted by the City Council in June 2016, includes funding from the Art in Public Places Fund for art installations at the Shellmound and Powell Street Public Art. The artwork's design, fabrication and installation were completed within budget, and sufficient funding is available in the Art in Public Places Fund for maintenance.

STAFF COMMUNICATION WITH THE PUBLIC

Staff has had no communication with the public on this matter.

CONCLUSION

The work to install *Shellmound Gateway* is now complete, has been approved by the City's project manager, and the necessary documentation, including a final maintenance plan, has been received. Therefore, staff recommends that the City Council adopt the attached resolution formally accepting *Shellmound Gateway* as complete and authorizing final payment to the artist.

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:**



Carolyn Lehr, City Manager

ATTACHMENTS

1. Resolution
2. Exhibit A to Resolution, Image of Completed Work