



# City of Emeryville

CALIFORNIA

## MEMORANDUM

**DATE:** September 13, 2021

**TO:** Christine Daniel, City Manager

**FROM:** Charles S. Bryant, Community Development Director

**SUBJECT:** **Resolution Of The City Council Of The City Of Emeryville Approving The Expenditure Of An Amount Not To Exceed \$15,000 From The Public Art Fund (Fund 243) For The City Hall Art Banner Project Consisting Of The Installation Of 15 Banners In Place Of Ten Existing Banners Located At City Hall**

### RECOMMENDATION

Staff recommends that the City Council adopt the above-entitled resolution approving the expenditure of up to \$15,000 from the Public Art Fund (Fund 243) fiscal year 2021-2022 maintenance budget for the replacement of the ten existing *Then and Now* banners at City Hall with 15 banners derived from the 2020 Emeryville Celebration of the Arts (“ECA”) Annual Exhibit (the “Banner Project”). The Banner Project will include three large double-sided banners in the main lobby of City Hall (featuring 6 artists) and 12 smaller banners featuring 24 artists over the staff cubicles on the north side of the second floor. This will include five new banner locations, both east and south of the existing seven installations, to allow a total of 30 art works to be displayed (12 smaller two-sided banners, 3 larger two-sided banners).

### BACKGROUND

The Public Art Committee (“PAC”) has considered various activities to celebrate the 30th Anniversary of the Art in Public Places Program (“AiPP”). A relatively inexpensive, high impact proposal was the replacement of the existing banners in City Hall. Ten *Then and Now* Banners were installed at City Hall over ten years ago and are now quite faded. These consist of seven double sided cloth banners hung from the ceiling mounted sprinkler system over desks on the second floor, each approximately 2 feet by 8 feet and three larger, duplicate banners, approximately 3 feet by 12 feet, hung over the mezzanine of City Hall (See Attachment 1, Photos of Existing Banners).

In Fall 2020, Suzanne Anderson-Carey, of Anderson-Carey Design, designed thirty-one banners featuring local artists living or working in Emeryville with juried works in the ECA’s 34<sup>th</sup> Annual Exhibit. These were printed with support from the Rotten City Cultural District and hung on light poles throughout the city in October of 2020.

The Banner Project entails reusing the rods and cables from the existing seven smaller banners hanging over cubicles in City Hall, with adjustment to rehang from the joists or using high power magnets to hang directly from the ceiling. There would also be five new banners to the east and south of the existing banners, and three larger banners reusing the existing single rod over the main lobby. The new banners would feature reprints of 30 of the artworks used for the ECA banners, with the Cultural District logo retained and City of Emeryville text added.

## **DISCUSSION**

On June 17 and 24, 2021, an ad-hoc subcommittee of the PAC for the Banner Project met to discuss art selection, materials, and project scope. On June 16, 2021, two of the subcommittee members met with staff and Fastsigns, the printer that produced the ECA banners, for a site visit to evaluate installation scope and methods. Fastsigns deemed the installation too complex to handle in-house, and recommended Custom Contracting Services. On July 1, 2020 staff and contractors met with Custom Contracting Services for further evaluation of equipment required for installation.

### Artwork

Upon review of the 31 artworks on the ECA banners, and subsequent to the ad-hoc subcommittee's recommendation, the PAC has recommended:

- Elimination of one artwork from the ECA set due to small fonts and the need for an even number of banners.
- Selection of three artworks for the front of the banners in the lobby by the following artists:
  - Michael Murphy
  - Michelle Theberge
  - Rene Thomas
- Selection of three artworks for the back of the banners in the lobby by the following artists:
  - Salma Arastu
  - Mark P. Fisher
  - Michelle Moher

The remaining 24 artworks were recommended to be printed double-sided on 12 banners, to be hung in the seven sites where existing banners are located, plus five additional locations to the east and south with similar attachment and clearance above walkways and cubicles.

The proposed layout is depicted in Attachment 2, and Attachment 3 depicts the artwork for the six banners recommended for the lobby and the 24 banners above cubicles.

### Layout

Based on the ad-hoc subcommittee's recommendation, the PAC has recommended several modifications to the ECA banner layout and content, including retaining the ECA 2020 logo

and website address, replacing sponsors names with “City of Emeryville” text, and resizing and centering of the Cultural District Logo in balance with the ECA logo (see Attachment 2).

### Materials

For double-sided printed banners, the preferable material type is “block out vinyl banners”, which is the same material that was used for the ECA light pole banners. This material has good ultraviolet light durability. Other material types evaluated included fabric and “Sunbrella”; however the smooth fabric material does not retain colors in bright sunlight as well as vinyl, and “Sunbrella” could not be used due to the range of colors required.

### Installation

As noted above, the Banner Project would reuse the existing wire and rods in the lobby area, while the attachment methods used for the existing banners over the offices (i.e. affixed to fire sprinkler lines) must be revised. Banner locations were reviewed by staff, facilities contractors, the Fire Marshal, vendors, and ad-hoc subcommittee members, which confirmed that a simple adjustment will allow the Banner Project to proceed with minor revisions to the attachment points. Magnets may be used as an alternative to tying wires to the building joists. New points of attachment and placement to remove any attachments to sprinklers will be integrated into the reinstallation.

### Contracting

ECA used Fastsigns in Oakland to produce the streetlight banners. Because Fastsigns has ECA’s files, staff recommends proceeding with a sole-source contract for production of the new banners. During a site visit by Fastsigns to confirm material options and dimensions, the vendor recommended engaging Custom Contracting Services for installation, due to the specialized equipment needed to access the narrow spaces and the heights of attachment. Custom Contracting Services also conducted a site visit and confirmed they have the capability to install the proposed banners. Consequently, staff recommends contracting with Custom Contracting Services for installation.

## **FISCAL IMPACT**

Production of the banners is estimated to cost \$5,000, while installation is estimated to cost approximately \$3,000 for deinstallation and reinstallation. In consideration of these estimates, and accounting for contingency, printing, and event planning, the PAC recommended that the City Council authorize the expenditure of up to \$15,000 for the Banner Project from the Public Art Fund (Fund 243). These funds are available in the Fiscal Year 2021-2022 budget for maintenance.

## **STAFF COMMUNICATION WITH THE PUBLIC**

The PAC has discussed the Banner Project at their meetings of March 11 and April 8, 2021 in the context of the 30<sup>th</sup> Anniversary of the AiPP, and then as a specific project on June 10, 2021 to form an ad hoc subcommittee for the Banner Project. The subcommittee met on June

16, 17 and 24, 2021. On July 8, 2021, the PAC recommended that the City Council authorize the expenditure of \$15,000 for the Banner Project.

## **CONCLUSION**

Staff recommends that the City Council authorize the expenditure of up to \$15,000 from the Public Art Fund Fiscal Year 2021-2022 maintenance budget for the Banner Project, which will include sufficient funding for contingency, printing, and event planning. If the City Council approves the Banner Project, staff expects installation of the banners to occur in November 2021.

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

**REVIEWED BY:** Chadrick Smalley, Economic Development and Housign Manager

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



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Christine Daniel, City Manager

## **ATTACHMENTS:**

- 1. Photos of Existing Banners
- 2. Proposed Banner Layout
- 3. Proposed Banner Artwork
- Draft Resolution