

**City of Oakland
Cultural Arts & Marketing Division
Public Art Advisory Committee (PAAC) Meeting
Minutes
July 12, 2010**

Members Present: Jennifer Easton, Joyce Hsu, Carole Jeung, Deborah Lozier (co-chair), Judy Moran, Julie Trosper, Andrew Woodd (co-chair)

Excused: Jacqueline Boggan and Chris De Benedetti (Cultural Affairs Commission liaisons)

Absent:

Staff Present: Steven Huss, Cultural Arts Manager; Kristen Zaremba, Assistant Public Art Coordinator

Guests: Dan Corson, Blair Miller

Meeting Chair: Andrew Woodd

1. Meeting called to order at 5:35 p.m.
2. **Open Forum:** No speakers.
3. **Minutes: D. Lozier made a correction to the June 7, 2010 minutes by noting that she chaired the meeting. J. Easton moved to approve the minutes of the May 3, 2010 and June 7, 2010 Regular Meetings. A. Woodd seconded. Motion passed unanimously.**
4. **Informational: BART 17th Street Gateway Project – Conceptual Design Presentation.**
Artist Dan Corson presented multiple concepts for the public art component as well as integrated surface treatments. Design goals are color/vibrancy, engaging the ceiling space, and illumination of the alleyway, where people may linger for a while before moving on to their final destination. Mr. Corson expressed that he wanted to affect multiple surfaces within the space and has explored treating the adjacent building walls with colored paint or Astroturf to create texture and interest. Concepts for the main suspended sculptural lighting array include: Moroccan lantern-inspired lighting elements composed of cutout metal cylinders with LED lights housed in frosted, colored tubes; an overhead laser field of suspended fiberglass rods; a ‘ship sail’ form of LED lights covered in colored acrylic; “Oil and Water” bent-steel lighting inspired by cellular forms; and “Double Dutch,” a dynamic series of spinning cables stretched across the top of the alley that, at full speed, would be perceived as three-dimensional, solid forms by viewers underneath and animate the ceiling space.

PAAC members emphasized the importance of the play of light in the alley space and considered how lighting could be controlled by timer, motion activation or other means. They expressed some concerns about possible maintenance issues with moving elements and untested methods, but enthusiastically supported further exploration of the Double-Dutch concept, the Moroccan inspired lanterns, and the fiber-optic based concepts. Staff noted that they would be contacting the local Business Improvement District to help with dynamics and maintenance of the space. Some PAAC members felt the artist needed to further explore how to balance day and night experiences, as the proposal concepts convey more drama at night. Finally, PAAC agreed that this is a very important project for Oakland and that it will be looked at closely;

hence, the final concept must be adventurous and groundbreaking, but also provide some assurance of longevity to be a success.

- 5. Action Item: Measure DD Watershed Markers – Final Design Approval.** PAAC members reviewed and discussed the final designs presented in July by Wowhaus team member Ene Osteraas-Constable. The committee was supportive of the stepping-stone designs and asked to review the plans for integration of text in the project, as they become available. Members suggested keeping the text minimal but informative, with a consistent message for how to access additional information on Oakland’s creeks. **Motion: A. Woodd moved to approve the final designs for the bronze stepping stones component of the Watershed Markers project. J. Moran seconded. Motion passed unanimously.**
- 6. Discussion: Uptown Arts District Park – Review Concept, Funding, Site Development, Partnerships, Aesthetics, Policies.** S. Huss reported that the National Endowment for the Arts invited the Oakland Public Art Program to submit a full application for the Mayor’s Institute on City Design 25th Anniversary Initiative. Staff expects to learn shortly whether Oakland will be awarded a grant. Should a grant be awarded, staff will convene a working group of the PAAC to review the proposal, possible challenges and opportunities for the undertaking. This would be an initiative to create a temporary, mobile sculpture park and possible performance space by making minimal improvements to the Oakland Redevelopment Agency property referred to as Parcel 4, at the corner of 19th Street and Telegraph Avenue, adjacent to the park where the “Remember Them” monument will be located. Forest City maintains an option to develop the site for commercial purposes in the long term. The NEA grant would require significant work to be completed by June 2011, and all funds would have to be expended by the end of December, 2011. PAAC members noted the plan should consider creating spaces for youth, perhaps with interactive work, and potential collaboration with the Oakland Museum as well as the Black Rock Arts Foundation (which has expressed interest in fundraising in support of the proposed temporary art space). PAAC members J. Trosper, J. Moran and D. Lozier agreed to participate in the working group should the grant be awarded.
- 7. Staff Updates:**

 - a. Fire Station 18 Dedication:** The public art project was well received at the ribbon-cutting ceremony on June 14 and the community open house on June 19. The artist Laurel True was not able to attend but PAAC member J. Easton spoke eloquently on behalf of the program and Redevelopment staff praised the project.
 - b. East Oakland Community Library.** The project is 90% complete, but now on hold with no estimated completion date due to General Contractor issues. In the interim, the “Our Oakland” photo contest has closed and winners will be announced during the summer.
 - c. Open Proposals 2010: City Canvas Project and Scott Oliver – Lake Merritt Project.** David Stern-Gottfried and City Canvas have completed their project for the signal boxes around the Westlake Middle School neighborhood. PAAC members complimented the artist’s work and strong graphic style of the finished art. The first phase of Scott Oliver’s project will commence with an audio tour launch at the Lake Merritt Rotary Center on Saturday, August 7. PAAC members are encouraged to attend.
 - d. Public Art Academy:** S. Huss made a presentation on the Bay Area Public Art Academy at the annual Americans for the Arts Conference held in June. Staff is now working with Barbara Goldstein, San Jose Public Art Director, on plans for a three-session webinar (condensing content from the six Academy sessions) to be offered nationally via Americans for the Arts, tentatively scheduled for September 29, October 13 and November 3, 2010.

8. **Agenda Building:** Staff will bring back the 17th Street BART Gateway designs for follow-up review; and provide updates on Measure DD projects.
9. **Adjournment:** J. Moran moved to adjourn the meeting at 7:40 p.m. J. Trosper seconded. Motion passed unanimously.