

**City of Oakland  
Cultural Arts & Marketing Division  
Public Art Advisory Committee (PAAC) Meeting  
Minutes  
August 2, 2010**

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**Members Present:** Jennifer Easton, Judy Moran, Julie Trosper, Andrew Woodd (co-chair)  
**Excused:** Jacqueline Boggan (Cultural Affairs Commission liaison), Joyce Hsu, Carole Jeung, Deborah Lozier (co-chair)  
**Absent:** Chris De Benedetti (Cultural Affairs Commission liaison)  
**Staff Present:** Steven Huss, Cultural Arts Manager; Kristen Zaremba, Assistant Public Art Coordinator  
**Guests:** Dan Corson, Joanna Fong, Jens Hillmer, Blair Miller, Steven Snyder, Paul Voix

**Meeting Chair: Andrew Woodd**

1. Meeting called to order at 5:45 p.m.
2. **Open Forum:** No speakers.
3. **Minutes: Approve the minutes of the July 12, 2010 PAAC Meeting. Item postponed due to lack of quorum.**
4. **Action: BART 17<sup>th</sup> Street Gateway Project –Preliminary Schematic Design Presentation.**  
Artist Dan Corson and Project Designer Joanna Fong, Sasaki Associates, presented two preliminary schematic design concepts for the 17<sup>th</sup> Street Gateway, as summarized in the design team PowerPoint slideshow distributed to the community charette participants and posted on the Public Art Program website. Assistant Public Art Coordinator Kristen Zaremba referred PAAC members to the staff report, noting that the artist and project designer collaborated during late July as planned to develop the current designs. City and BART staff attended a joint meeting with the project designers mid-way through this collaboration to review and give feedback. Oakland Redevelopment Agency Project Manager Blair Miller reported that feedback from charette participants indicated that none had objections to the design proposals, as the community is most concerned that safety and cleanliness at the project site be increased. Specifically, neither of the two adjacent property owners have major concerns about the proposed designs.  
Based on feedback provided by the PAAC, Mr. Corson pursued concepts for an overhead lighting treatment, while collaborating with the Sasaki team to integrate the designs with surrounding surfaces. The art project design goals, as previously stated, are color/vibrancy, engaging the ceiling space, and illumination of the alleyway. The concepts for the main suspended sculptural lighting are (1) “Lanterna Majika,” Moroccan lantern-inspired lighting elements composed of powder-coated perforated steel cylinders with LED lights housed in frosted, colored tubes; and (2) “Syncopated Sky,” composed of an overhead laser field of suspended fiberglass rods, which could also incorporate low-resolution laser lighting. Both overhead designs include distinct structural canopy overhangs on Telegraph and Broadway to increase visibility from a distance. Other proposed site improvements include new surface treatments introducing color (vibrant blue) and texture with laminated safety glass or non-flammable artificial turf; picket or glass railings; removal of one or both vent structures, if possible, to increase visibility; two-tiered lighting (linear strip lighting directed at ground level to

complement the illuminated artwork overhead); low-profile and/or moveable seating and limited planting along the brick (south) wall; bulb-outs or extended sidewalks on Telegraph and Broadway; and a defined multi-use space at the Broadway entrance with appropriate utility receptacles to accommodate rotating usage by food vendors or musicians.

PAAC and staff discussed the functionality and merits of each design, including possible structural support and maintenance issues. Charette participant Steven Snyder, representing both the Uptown-Lake Merritt and the Downtown community benefit districts associations, stated that the art proposals are aesthetically exciting, that the business owners are supportive of the project and most interested in seeing improvements in lighting and safety as soon as possible. Mr. Snyder, City staff and PAAC further discussed the merits of lengthening the bulb-outs on Telegraph to reach the crosswalk at the Fox Theater and to extend in front of the Fat Cat Café for increased street furniture capacity, either as part of this project or during future streetscape improvement efforts. Paul Voix, BART staff representative, expressed some concerns about the weight of any overhead installations and noted that the designs would need to be reviewed by the appropriate BART review bodies before they could receive final approval.

PAAC members acknowledged they could not take a formal vote, due to lack of quorum, to endorse a specific design. They complimented the artist and project designers, and stated that either design would create a stunning artwork and environment. PAAC members A. Woodd, J. Moran and J. Trosper agreed to encourage the artist to proceed with “Syncopated Sky” as the preferred design, but with full support for “Lanterna Majika” if it was determined that the preferred concept could not be executed. J. Easton abstained, stating that both concepts are equally strong and that Mr. Corson should make the final selection as to which design to pursue. Mr. Corson stated that he would have a difficult time choosing one design as they have different merits. A formal vote was postponed until the September PAAC meeting.

## **5. Staff Updates:**

**a. Uptown / Parcel 4:** Cultural Arts Programs Coordinator Steven Huss confirmed that the City of Oakland has been awarded a National Endowment for the Arts (NEA) grant for a multi-year temporary sculpture garden on Parcel 4, the vacant lot adjacent to Telegraph Avenue and the Fox Theater in the Uptown district. Funding challenges include finding appropriate matching fund sources as the NEA grant can be used only for art-related expenses, not general site improvements, and the requirement to expend the grant monies by December 2011. The Black Rock Arts Foundation (BRAAF) is prepared to partner with the City on this initiative, but permission to partner with BRAAF and to accept and expend the grant must be approved by City Council. CEDA management directed staff to explore developing the project as a mobile gallery which could rotate to other vacant sites in Oakland. Staff must issue an RFP for existing sculptural work to be sited along Telegraph and 19<sup>th</sup>, and an RFQ/RFP for original, temporary commissions, including possible earthworks or video projections. In addition, the space may include a staging area to accommodate temporary performances. Staff is committed to awarding a minimum of 50% of the commissions to Oakland artists per Public Art Program policy. PAAC members enthusiastically supported the initiative.

**6. Agenda Building:** Staff will bring back the 17<sup>th</sup> Street BART Gateway designs for follow-up review, and provide updates on Measure DD projects.

**7. Adjournment: J. Trosper moved to adjourn the meeting at 7:30 p.m. J. Moran seconded. Motion passed unanimously.**