

**City of Oakland  
Cultural Arts & Marketing Division  
Public Art Advisory Committee (PAAC) Meeting  
Minutes  
January 10, 2011**

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**Members Present:** Nick Dong, Jennifer Easton, Joyce Hsu, Carole Jeung, Deborah Lozier (co-chair), Judy Moran, Damon Powell (Cultural Affairs Commission liaison), Andrew Woodd (co-chair)

**Excused:**

**Absent:**

**Staff Present:** Steven Huss, Cultural Arts Manager; Kristen Zaremba, Senior Public Art Project Manager

**Guests:** Leslie Golden, Scott Oliver, David Ralston

\*indicates partial attendance

**Meeting Chair: A. Woodd**

1. Meeting called to order at 5:30 p.m.
2. **Open Forum:** No speakers.
3. **Minutes: J. Easton moved to approve the minutes of the December 6, 2010 PAAC meeting. J. Moran seconded.**
4. **Action: Presentation on I-580 Fruitvale Alive- Public Art Project Design by Leslie Golden Associates.** Cultural Arts Manager Steven Huss referred committee members to the presentation materials included with the agenda packet and introduced David Ralston, Fruitvale Alive / Oakland Redevelopment Project Manager and Leslie Golden, Project Designer. Mr. Ralston and Ms. Golden provided background on the project, funded with Metropolitan Transportation Commission (MTC) grant funds of \$75,000, to make aesthetic improvements to the I-580 underpass on Fruitvale Avenue, as a component of the Fruitvale Alive Streetscape Improvements. Mr. Ralston confirmed that the public art funds generated by the streetscape project have been set aside and will not be used to support this initiative. He is also seeking additional funding for enhanced lighting in the underpass. Ms. Golden described the overall streetscape enhancements and plans to apply a decorative design theme inspired by the nearby Sausal Creek to the Caltrans support columns and select cut-metal fencing panels in the underpass. Caltrans requires a resolution from the Oakland City Council, including documented maintenance responsibilities, prior to their own review of the proposed improvements. Therefore, staff is requesting that PAAC review and provide input on the proposed improvements. PAAC members noted that the enhancements are positive, but do not constitute an artwork and should not be reviewed as such. They noted that Caltrans has very specific requirements regarding any enhancements to their property and provided some guidance on best materials and methodologies. Finally, they indicated that an MOU for future maintenance of the work, for a specified period of time of between 5 and 15 years, would be required prior to Council approval. **Motion: D. Lozier moved to approve the proposed work-for-hire graphic enhancements by Golden Associates, Landscape Architects, for the Fruitvale Avenue / I-580 underpass columns and fencing**

located on Caltrans property, contingent upon receipt, prior to commencement of fabrication, of a written and signed Memorandum of Understanding with the Dimond Improvement Association (DIA) for maintenance of the work for a predetermined period of time. J. Moran seconded. Motion passed unanimously.

5. **Informational: Presentation and Review of Open Proposals Artist Scott Oliver's Final Designs for "Once Upon a Time Happily Ever After" Lake Merritt Project. Reviewed out of sequence to accommodate Guest Artist Presentation.** Senior Public Art Project Manager Kristen Zaremba provided an update on artist Scott Oliver's progress on his Open Proposals project and commended his ability to coordinate review of his designs with various staff throughout the City. Mr. Oliver presented details on the second phase of his project, which will include two 24 x 36 inch, ADA-compliant, long-term temporary interpretive signs sited near the Lake Chalet boathouse and the Colonnade at El Embarcadero on Lake Merritt; a series of storm drain markers installed around the lake; and a selection of 'souvenirs' including t-shirts and postcards of the project. The T-Shirt designs were created in conjunction with 6<sup>th</sup> graders at St. Paul's. PAAC members commended Mr. Oliver on his very thoughtful, attractive designs. Some members noted that the text quantity was of a fairly small font size and significant for the amount of space provided, which might be difficult to follow, and suggested splitting and enlarging the text between the two panels rather than repeating all the content on both. Others felt it would be important to include all the information on each sign. Mr. Oliver thanked the committee members. His designs will go the Parks and Recreation Advisory Committee in February, before he commences fabrication.

6. **Action: Review Measure DD: Lake Merritt – Estuary Channel Artists' Revised Proposal.** Kristen Zaremba referred PAAC members to the staff report and provided an update on the Channel artists design team project, which has been on hold while the Measure DD: 12<sup>th</sup> Street construction project commenced. Due to the delays caused by changes in project conditions and ongoing deliberations with the Peralta Community College District the artists have revised their approved conceptual design approach to focus their energy on the 10<sup>th</sup> Street Bridge project using state-of-the-art LEDs embedded in an architectural mesh system created by specialty fabricator Cambridge Architectural. The work would be mounted on the underside of the 10<sup>th</sup> Street bridge and reflected onto the water. As previously proposed, the artwork will incorporate a wide range of text-based content, and possibly imagery, related to site-specific natural and cultural historical themes, as explored by the artist team in their preliminary design phase. K. Zaremba noted that the Measure DD City representatives as well as board and staff representatives of the Peralta Community College District were supportive of this refined design approach to the project.

S. Huss noted that the artist team should confirm there would not be negative environmental impact from the light projection on the water, which was raised as a concern during the 12<sup>th</sup> Street Bridge design review. PAAC members were concerned about whether the LED text would project sufficiently, and how it would be experienced from different locations along the pathways. They requested more information regarding how the artwork would function during daylight vs. nighttime hours and more specific detail on the proposed content - if text and image based. In addition, they questioned whether it was of the appropriate scale and how significant it would look mounted on the underside of the bridge relative to the original proposed location along the bridge underpass support walls; whether there was a strong enough connection between the idea and the actuality of the site; and expressed concern regarding the longevity of proposed materials in a 'marine' environment. Finally, they questioned how much activity there would be in this unpopulated space relative to the other areas along the channel. Some members expressed

serious reservations about the project's potential impact and ultimate success. K. Zaremba promised to convey the PAAC's comments to the artist team and to schedule a future meeting when the artists could address these questions. PAAC agreed to postpone a vote until they received additional information on the revised proposal.

7. **Action: Public Art Annual Plan 2011 3<sup>rd</sup> Reading.** S. Huss presented the draft 2011 Public Art Annual Plan with revisions. As noted previously, the plan now includes a new East Oakland project for Cesar Chavez Park, with an artwork budget of \$64,000 funded by a Proposition 84 state grant. In addition, another Prop. 84-funded project for the West Oakland Teen Center, with an artwork budget of \$75,000, is now included. As stated earlier, staff will recruit artists for one or more pre-qualified artist pools to streamline and expedite initiation of projects. Staff is requesting approval of this draft to proceed with presentation to and approval by the City Council in February. **Motion: J. Moran moved to approve the 2011 Public Art Annual Plan. D. Lozier seconded. Motion passed unanimously.**
8. **Informational: PAAC Nominees.** Tabled until next meeting.
9. **Staff Updates:** None.
10. **Other Business:** None.
11. **Announcements:** None.
12. **Agenda Building:**
13. **Adjournment: D. Lozier moved to adjourn the meeting at 7:30 p.m. C. Jeung seconded. Motion passed unanimously.**