

**City of Oakland
Cultural Arts & Marketing Division
Public Art Advisory Committee (PAAC)
Minutes
January 7, 2013**

Members Present: Judy Moran (co-chair), Andrew Woodd (co-chair), Kevin Chen*, Allison Cummings*, Nick Dong, Jennifer Easton
Excused: Joyce Hsu
Absent:
Staff Present: Steven Huss, Cultural Arts Manager; Kristen Zaremba, Senior Public Art Project Manager
Guests: Helene Fried, Amana Harris, Alex Miller-Cole, Anthony Hall, Alan Leon

* Indicates partial meeting attendance

Meeting Chair: J. Moran

1. Meeting called to order at 6:00 p.m.
2. **Open Forum:** No speakers.
3. **Minutes: Motion was postponed due to a lack of a quorum.**
4. **Action: St. Andrews Plaza Community Art Project.** Cultural Arts Manager Steve Huss introduced the project and the team representing the St. Andrews Plaza Community Art Project. Amana Harris, Attitudinal Healing Connection (AHC) representative and project coordinator, and the team members including Jo Bauer, Kevin Byall, Anthony Hall, Alex Miller-Cole of the San Pablo Corridor Coalition, and Guillermo Ortiz described the project. Consisting of mosaic treatments and a large-scale steel sculpture of a calla lily, the project will be funded by a \$75,000 Redevelopment grant awarded by the West Oakland Project Area Committee (WOPAC). The design process included extensive community outreach to garner support for a design that reflects a positive message of hope and renewal. PAAC members expressed their appreciation for the extensive efforts of the team and their aspirations to address the historically challenging site. One committee member asserted that art can address many things, but the site would require greater investment to address people's ongoing behavior. Team members stated they have discussed the ongoing issues with city officials, but without significant funding they believe it is better to show some investment, to attempt to shift attitudes regarding the plaza, and to spur future financial investment. Other PAAC members agreed this would be an admirable first effort. Regarding maintenance and durability, committee members advised the team to consider an alternate system such as steel treated with a Tnemec coating, rather than powder coated steel, which can be difficult to touch up and costly to maintain. Additionally, they advised that a structural engineer should review the proposed attachment method and foundation to ensure it can support the sculpture weight and sustain potential climbing. Finally, committee members and staff urged the team to clarify expectations with the Office of Neighborhood Investment and Oakland Parks and Recreation, and requested verification of the parties who will be responsible for future maintenance. Ms. Harris indicated they would ask the board of Attitudinal Healing Connection to commit to maintenance. **Motion: A. Woodd moved to accept the proposal from the San Pablo Corridor Coalition for the St. Andrews Plaza Community Art Project, contingent upon resolution of outstanding maintenance issues and Parks and Recreation Advisory Commission (PRAC) project approval. K. Chen seconded the motion. Motion was passed**

unanimously.

- 5. Action: AC Transit East Bay Bus Rapid Transit (BRT) Project Artistic Enhancements Integration with Station Design.** S. Huss introduced the project public art consultant Helene Fried and referred PAAC members to the strategic plan document. 1.5% of the \$100 million dollar project budget, or \$1.5 million (approximately \$35,000 per station), will be dedicated to the art program. Ms. Fried and representatives from AC Transit and the project design team reviewed the project plan, noting that the plan has been designed to respond to City of Oakland public art guidelines, but taking into account Federal Transportation Authority (FTA) restrictions. Ms. Fried described the artist recruitment strategy, which will focus on a nationwide call with local outreach, possibly resulting in the selection of a lead design team artist to address the entire project and a pre-qualified pool of artists for station-specific commissions. She noted that the artists must be selected by the summer of 2013 to stay on schedule with the larger construction project, and invited PAAC comment. Committee members asked if there would be a designated project manager to oversee the public art, and encouraged selecting a lead artist to visually unify the project. In response to the goal of successful integration of artwork, they encouraged the design team to think creatively about how to enhance integration opportunities, to respond to community desires that each station have its own identity and to avoid the perception that the artwork is an afterthought. Committee members experienced with transit projects in other cities advised Ms. Fried and AC Transit representatives to identify and designate community representatives to help shepherd the community engagement and expectations, to maintain a simple approach and to clearly state the community role in the artwork development process. Finally, they encouraged looking for more ambitious architectural integration and for construction credits opportunities, particularly in light of the relatively small per-station budget. **Motion: J. Easton moved to approve the AC Transit East Bay Bus Rapid Transit (BRT) Project Artistic Enhancements Strategic Plan. A. Cummings seconded. Motion passed unanimously.**

Motion: A. Wood moved to extend the meeting 30 minutes. N. Dong seconded. Motion passed unanimously.

- 6. Action: Shattuck Avenue Gateway Public Art Proposal.** S. Huss introduced the project proposal submitted by artist Alan Leon, which would be located on Caltrans property, requiring an application to be submitted by City staff, as noted in the staff report. Mr. Leon described his design intent for the project to be placed on 14 support columns near the Temescal Flows project he created previously. He stated that feedback he received at a community meeting held at the local library included a desire to focus on local trees. Committee members asked how the previous committee outreach and meeting was publicized, and encouraged Mr. Leon to continue in the design direction initiated, to incorporate images of trees with some poetic and educational text, and asked Mr. Leon to return after further design refinement for a final review. **Motion: A. Cummings moved to accept the conceptual design direction for Alan Leon's proposal for the Shattuck Avenue Gateway project to be placed on Caltrans columns. A. Woodd seconded. Motion passed unanimously.**

Motion: J. Easton moved to extend the meeting an additional 10 minutes. A. Woodd seconded. Motion passed unanimously.

- 7. Action: Proposition 84: Cesar Chavez Park Improvements and Expansion Public Art Project- Selected Artists.** S. Huss reviewed the artist finalists interviewed for the project and reported the unanimous selection of the team of Collette Crutcher and Aileen Barr. PAAC expressed enthusiasm for the selected artists. **Motion: A. Woodd moved to approve the selection**

of Collette Crutcher and Aileen Barr as the selected artists to receive a contract award of \$30,000 each for the Cesar Chavez Park Public Art Project. J. Easton seconded. Motion passed unanimously.

- 8. Informational: Staff updates on pending and completed projects.** The Uptown Art Park opening has been scheduled for Friday, March 1st. The West Oakland Youth Center design is still in progress. Some changes have been made in response to community input. A design presentation will be made at the next meeting.
- 9. Minutes: A. Woodd moved to approve the minutes of the December 3, 2012 meeting. K. Chen seconded. Motion passed unanimously.**
- 10. Other Business:** None.
- 11. Announcements:** None.
- 12. Agenda Building:** (A) West Oakland Teen Center Artist Presentation (B) Cesar Chavez Park Artist Design Presentation (C) New Conceptual Design by Wowhaus for Lakeside Green Streets.
- 13. Adjournment: A. Woodd moved to adjourn the meeting at 8:10 p.m. N. Dong seconded. Motion passed unanimously.**