



# Cultural Arts Programs

*Cultural Arts & Marketing Dept.*

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## **PUBLIC ART ADVISORY COMMITTEE AGENDA ITEM IV.**

**Title:** Measure DD Channel Project Artists' Revised Design Concept

**Submitted by:** Kristen Zaremba, Assistant Public Art Coordinator

**Committee Date:** January 10, 2011

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### **SUMMARY**

Staff requests Public Art Advisory Committee (PAAC) review and give design direction on the revised design for the 10<sup>th</sup> Street Bridge Project prepared by the Measure DD Channel Artist Team of Lewis deSoto and John Roloff.

### **BACKGROUND**

In March 2007 PAAC awarded the Artist Team of Lewis de Soto and John Roloff a total commission for \$357,000 for design and fabrication of public art for the Measure DD Channel Project. Staff directed the Artist Team to narrow their proposed concepts to specific designs for work to be realized within the designated budget. In subsequent meetings, the artists have revised their concepts to match the opportunities and restrictions of the project and site. The current design focuses on the component proposed for the 10<sup>th</sup> Street Bridge underpass, by incorporating state-of-the-art LED-based text treatments under the bridge (see attached Artists' presentation). City representatives, Laney College representatives and Sasaki Design Team staff have all provided preliminary input on this revised concept at a meeting held during the summer of 2010, and indicated they are supportive of the new proposed direction.

The project has been on hold, due to delays with the 12<sup>th</sup> Street project and negotiations with the Peralta Community College District. Construction contracts for the 10<sup>th</sup> and 7<sup>th</sup> Street Bridge projects, as well as the channel pathways between the two bridges (which encompass the "Channel Project" area) will be bid and administered separately. This proposal is for the 10<sup>th</sup> Street Bridge project component only. It is now anticipated that at least the first construction contract will go out to bid in 2011, and that construction will commence late 2011.

Staff recommends that the Artist Team proceed with further research on the revised concept, including the methodology and proposed budget, to ensure that any relevant artist-designed elements or place holders for required electrical and structural support may be incorporated into the construction bid documents Spring 2011.

### **FINANCIAL IMPACT**

There is no direct financial impact associated with this design review and approval.

### **REQUEST**

Staff requests Public Art Advisory Committee (PAAC) review, give feedback and preliminary approval of the design revisions for the Measure DD Lake Merritt- Oakland Estuary Channel Artist Team of Lewis deSoto and John Roloff, to allow the Artist Team to proceed with conceptual design development.