



Cultural Arts Programs

Cultural Arts & Marketing Dept.

PUBLIC ART ADVISORY COMMITTEE AGENDA ITEM IV.

Title: Measure DD Channel Project Artists' Revised Design Concept
Submitted by: Kristen Zaremba, Senior Public Art Project Manager
Committee Date: March 7, 2011

SUMMARY

Staff requests that the Public Art Advisory Committee (PAAC) review and take action on the revised design for the 10th Street Bridge Project prepared by the Measure DD Channel Artist Team of Lewis deSoto and John Roloff.

BACKGROUND

In March 2007 the PAAC awarded the Artist Team of Lewis de Soto and John Roloff a total commission of \$357,000 for design and fabrication of public art for the Measure DD Channel Project. The PAAC reviewed and approved the artists' revised conceptual design proposal for the site at the regular PAAC meeting held on September 15, 2008.

The project has been on hold since 2008, due to delays with the 12th Street project and negotiations with the Peralta Community College District. Construction contracts for the 10th and 7th 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 design proposal is for the 10th 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 in late 2011.

The current design focuses on the component proposed for the 10th Street Bridge underpass, by incorporating state-of-the-art LED-based text treatments under the bridge (see Artists' presentation). City representatives, Laney College representatives and Sasaki Design Team staff 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.

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.

FINANCIAL IMPACT

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

REQUEST

Staff requests that the PAAC review and take action on 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.