

MEMORANDUM

Date: January 2, 2013
To: Steven Huss, Cultural Arts Manager, City of Oakland
From: Helene Fried, Helene Fried Associates (in cooperation with Community Design + Architecture)
Re: AC Transit East Bay BRT – Artistic Enhancements Integration With Station Design – EXECUTIVE SUMMARY

INTRODUCTION

Consultant Helene Fried, principal of Helene Fried Associates, prepared this Executive Summary for the East Bay BRT, a project of AC Transit. Fried advises and works in cooperation with Community Design + Architecture and PARSONS on this project.

The East Bay Bus Rapid Transit (BRT) is a high quality, high capacity rapid transit system that improves upon traditional bus transit systems. Vehicles travel in dedicated lanes and passengers walk to comfortable stations, pay their fares in the station, and board through multiple doors. Safety and comfort are important goals and the service is fully ADA compliant. The 9.5-mile route will begin at the 20th Street Uptown Station in Oakland; follow Broadway to 11th and 12th Streets, and continues around Lake Merritt on E 12th Street. From there, the route will follow E 12th Street and International Boulevard to 14th Avenue, continuing on International Boulevard through East Oakland. At San Leandro, it continues along East 14th Street to downtown San Leandro, then along Davis Street to the San Leandro BART Station. The East Bay BRT is scheduled to open for service in 2016.

PROJECT FRAMEWORK FOR INTEGRATING ARTISTIC ENHANCEMENTS

- Integrate artistic enhancements in the design of the canopy and other station design elements at 32- stations throughout the BRT corridor (21- center median stations/platforms and 11- curbside stations with 22 platforms).
- Allocate 1.5% of eligible construction dollars of approximately \$100M for a total budget of \$1.5M towards the cost of the art enhancement. The estimated proposed funding would average \$34,880 per station platform.
- Conduct an open, equitable and fair process for the selection of the artist(s)— a national solicitation with a significant local recruitment effort.
- Engage the community in a meaningful outreach effort that includes a direct interface with the artists.
- Comply with federal, state and local laws as these apply to the project and the artistic enhancements.
- Complete the work in a manner mindful of the limited budget for artistic enhancements and strict deadlines directly tied to the overall project timeline and need to open for service in 2016.



Philip Erickson, Architect, AIA
Timothy Rod, AICP, LEED AP ND



350 Frank Ogawa Plaza, 5th Flr
Oakland, California 94612
Telephone 510.839.4568
Facsimilie 510.839.4570
www.community-design.com

ARTISTIC ENHANCEMENT ELEMENTS

After evaluation of several approaches to structure the artistic enhancements along the BRT corridor, the public art consultant and design team recommend to move forward with the option *Corridor Wide Combined with Focused Station Enhancements*. Under this option all stations will receive a basic artistic enhancement treatment and selected stations will receive an enhanced treatment. The station design elements identified as opportunities for receiving artistic enhancement are as follows (see Figures 1 and 2 on page 3):

- Basic Artistic Enhancement at all Stations – Upper windscreen, Lower windscreen, or Custom railing
- Enhanced Artistic Treatment at Selected Stations – Canopy’s translucent roof panels, Seating element, or Pylon/spire, if included in the final design

For the purpose of planning, the stations are clustered into five (5) groupings by location as illustrated at the end of this Executive Summary (See Figure 3 on page 4), with the clustering based on local community character and culture or adjacency to or location in mixed-use and commercial districts, etc. Within some of the five (5) groupings in the corridor are stations that AC Transit may select for additional artistic treatments based on ridership, number of connecting routes, significance of area history, and overall level of community activity in the vicinity of the station. A final determination of which stations to consider as “selected” or “enhanced” stations, along with the decision about the vision for the artistic enhancement initiative, will be made after AC Transit receives further input from Oakland and San Leandro, as well as other entities. It is envisioned that “selected” or “enhanced” stations will be strategically located throughout the corridor.

ARTIST SELECTION

The Artist Selection Panel will be convened by AC Transit and be comprised of representatives of: AC Transit, the cities of Oakland and San Leandro, an artist and art professional. Their responsibility will be to make recommendations to the AC Transit Board for a *lead* Artist or *lead* Team for from one (1) to five (5) of the location groupings. A Technical Assistance Committee (TAC) will support the artist selection process and be comprised of representatives of AC Transit, the BRT project team, the cities of Oakland and San Leandro, an artist and art professional and may include other technical experts as needed.

AC Transit will issue Requests for Qualifications (RFQs) for Artist Opportunity “A” and Artist Opportunity “B”. Artist Opportunity “A” will invite artists to submit their qualifications to serve as a *lead* artist or *lead* team while Artist Opportunity “B” will invite artists or artisans to submit their qualifications to be included in a Pre-qualified Pool of Artists. *Lead* artists may design the elements at an enhanced station, identify all of the element locations within their assigned location grouping, and invite one (1) to three (3) other artists or artisans to join their team. Artists and artisans selected from the Pre-qualified Pool will design and/or design and fabricate an integrated element for those stations receiving a basic artistic treatment in the aforementioned location groupings.

TIMELINE

The project timeline for AC Transit issue of the two RFQs is anticipated in April; artist contracts in June, and public workshops in September, 2013.

FUTURE PAAC INFORMATIONAL REVIEW

AC Transit will report to the Public Art Advisory Committee (PAAC) and submit for review the two draft RFQs, the final selection of artists, and other pertinent information at key milestones in the project. Steven Huss, Cultural Arts Manager, will receive ongoing project briefings and detailed information for his review. AC Transit and Helene Fried, consultant, appreciate the consideration of the PAAC in this matter and the cooperation of the Department of Cultural Arts and Marketing, City of Oakland.



- Artistic Enhancement Opportunity for All Stations: Upper Windscreen
- Artistic Enhancement Opportunity for All Stations: Lower Windscreen
- Artistic Enhancement Opportunity for All Stations: Custom Railing
- Artistic Enhancement Opportunity for Selected Stations: Canopy Roof Panel
- Artistic Enhancement Opportunity for Selected Stations: Seating
- Artistic Enhancement Opportunity for Selected Stations: Pylon/Spire, if integrated into design

Figure 1: Artistic enhancement opportunities at Median Stations



- Artistic Enhancement Opportunity for All Stations: Upper Windscreen
- Artistic Enhancement Opportunity for All Stations: Lower Windscreen
- Artistic Enhancement Opportunity for All Stations: Custom Railing
- Artistic Enhancement Opportunity for Selected Stations: Canopy Roof Panel
- Artistic Enhancement Opportunity for Selected Stations: Seating
- Artistic Enhancement Opportunity for Selected Stations: Pylon/Spire, if integrated into design

Figure 2: Artistic enhancement opportunities at Curbside Stations

