

## **ATTACHMENT 2**

### **PUBLIC MARKET PUBLIC ART FINAL PLAN**

# Emeryville Public Market Final Art Master Plan

December 27, 2018



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# EMERYVILLE PUBLIC MARKET

## FINAL ART MASTER PLAN

### I. BACKGROUND

In 2012, City Center Realty Partners, LLC (CCRP), a real estate investment firm based in San Francisco, purchased the 13.5 acre site commonly referred to as the Public Market or Marketplace in Emeryville, and began redevelopment activities that will result in a new grocery store and parking structure, three new residential structures, new civil infrastructure to serve the new development and a new public park on Christie Avenue. AvalonBay Communities, Inc. is the residential development partner for the site. The redeveloped site will be known as the Emeryville Public Market (Market).

The Emeryville Art in Public Places Program mandates the Emeryville Public Market Redevelopment through its percent for art ordinance to install public art on-site or to donate the fee to the city's Art in Public Places fund. CCRP has selected to install public art on-site and has engaged Keehn On Art (Consultant), a San Francisco based woman owned art-consulting firm that specializes in public art, to assist with the development of the public art program for the Market. As a first step in developing the Market's public art program, the Consultant has been tasked with producing a Public Art Master Plan. The art master plan provides a framework for implementation and an aesthetic approach to integrating and placing art on the site. Once completed and approved by the Emeryville Public Art Committee, the Consultant will administer the Arts Master Plan.

To develop the Arts Master Plan, the Consultant met with the Owner and the Emeryville Community Economic Development Coordinator (Public Art) to discuss public art priorities for the development and for the city. She also reviewed the Shellmound District Art Plan and the City Public Art Master Plan.

### II. PROJECT GOALS

- To create a unique visual identity for the Market
- To enhance the distinctive identity of the Shellmound District and elevate it into a regional destination
- To serve as an attraction for all visitors including locals and tourists
- To commission permanent vibrant high-quality artwork with an enduring aesthetic
- To commission artwork that is relevant to a broad audience
- To improve and activate the street level experience, as well as to encourage pedestrian activity.

### III. CURATORIAL VISION

To commission fun, colorful, and whimsical artworks that will draw visitors and locals to the site, as well as enhance their experience.

#### IV. FINAL MASTER PLAN REVISION OVERVIEW

Shortly after the approval of the Interim Art Master Plan by the Emeryville Public Art Committee, CCRP notified the art consultant that the plans for the four-story Retail/ Parking Structure would be revised. The building will now be a 440-foot long, eight-story life science building with three stories of parking and one story retail. The new building received preliminary approval from the Emeryville Planning Commission in December 2018. As the new building is significantly larger than the original parking structure, the overall public art budget has increased from \$1 Million to \$1.6 Million. Based on these changes the art consultant has revised the artwork locations and budgets.

With the total \$1 Million budget, the following artwork locations and budgets were approved in the Interim Art Master Plan:

- A. Christy Park \$75,000
- B. Public Market Courtyard \$300,000
- C. 62<sup>nd</sup> St. Plaza Gateway \$250,000
- D. Parking Structure Entrance \$125,000
- E. Stairwell Plaza \$150,000
- F. Back of Parking Structure \$100,000

CCRP and the art consultant are recommending the following locations and individual artwork budgets based on the increased total budget:

- A. Christie Park \$75,000
- B. Public Market Courtyard \$325,000
- C. Stairwell Plaza \$200,000
- D. Life Science Building West Side \$750,000
- E. Life Science Building East Side \$250,000

As the East and West sides of the new Life Science Building are more significant in scale than the previous Retail/ Parking Structure, the majority of the total budget is allocated to the two artworks on the building. The selected artists will use as a canvas the façades of the parking floors. For the highly visible West side, five renowned artists have been added to the Potential Artists List (highlighted in yellow), who have the capacity to handle this scale of work. Additionally it was felt that with a significant artwork on the West façade of the building, that there is not a need for an artwork opposite it at the 62<sup>nd</sup> Street Gateway.

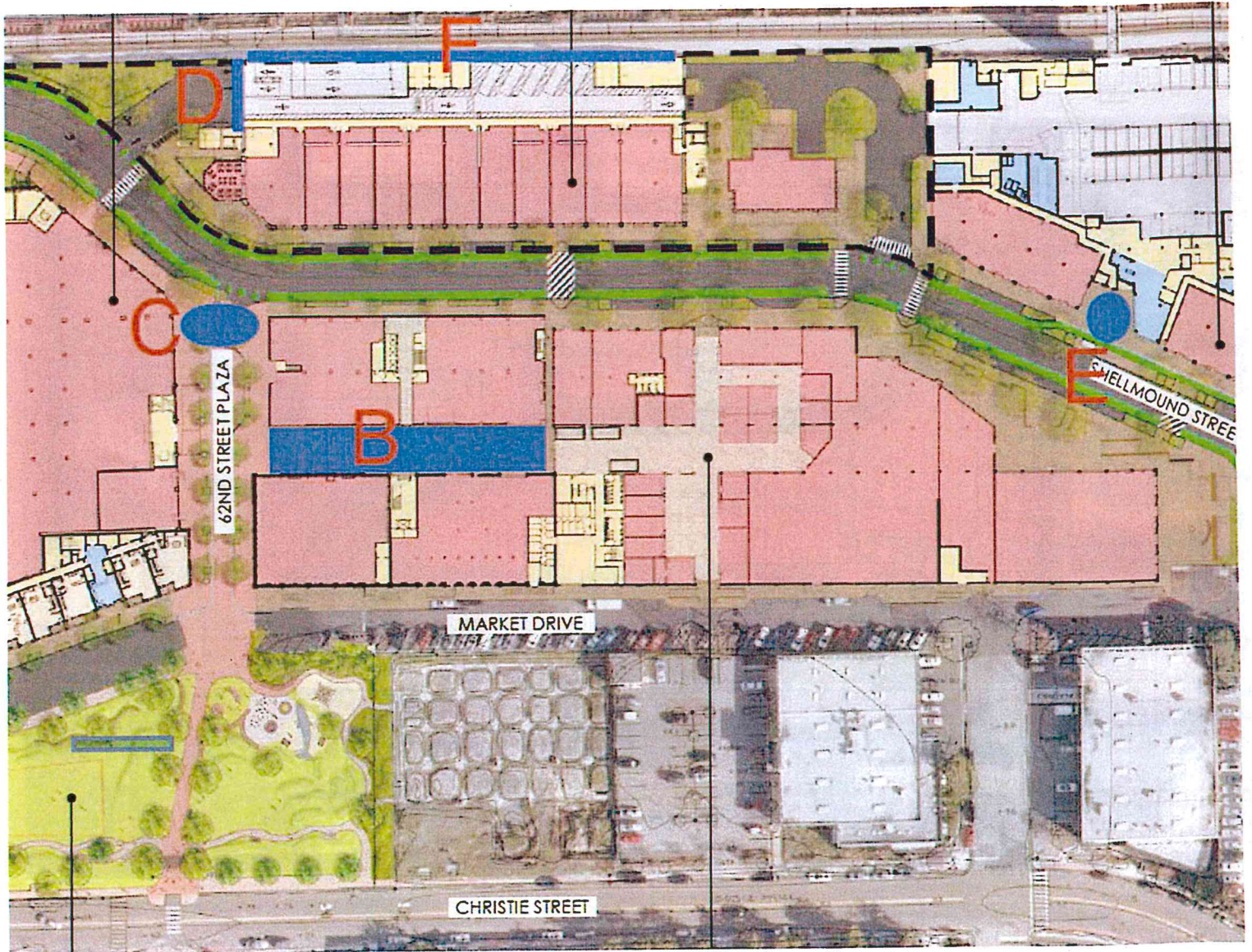


# SITE PLAN



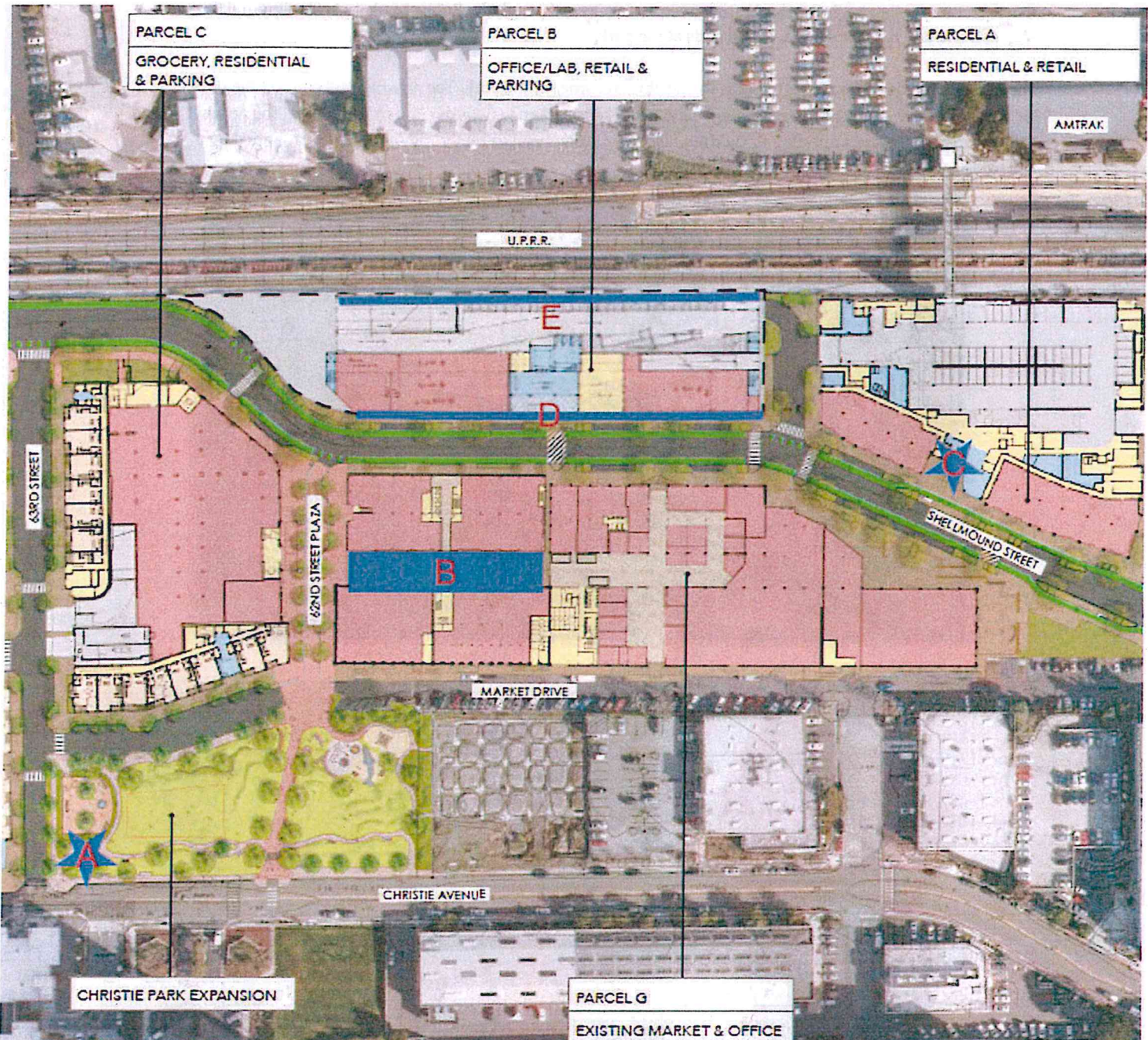


# INTERIM ART MASTER PLAN PRELIMINARY ARTWORK LOCATIONS





## FINAL PUBLIC ART LOCATIONS





## A. CHRISTIE PARK

Christie Park is located at the intersection of 63rd Street and Christie Avenue. It is at the center of the Public Market District and is the key public open space in the northwest quadrant of the City of Emeryville. The existing park of approximately 0.85 acres is to be comprehensively rebuilt, and will be enlarged with an approximately 0.42 acre expansion to the north. The park culminates a planned network of pedestrian open spaces and routes that begins at the Amtrak overpass, weaves through the Public Market via Shellmound Street, Market Drive and 62nd Street Plaza, and ends at the park.

The recommended location for artwork is the northwest corner of the park. The artwork will connect the park to the surrounding neighborhood welcoming visitors and serving as a way finder and meeting spot. The artwork will be human scale and appealing to children fabricated from metal, ceramic and/or stone. Surrounded by a seat wall, it will also be a social gathering place.





## B. PUBLIC MARKET COURTYARD

The Courtyard is located off of the 62<sup>nd</sup> Street Plaza main entrance and is the central courtyard and communal area of the Market. The courtyard is currently consists of plain white concrete tiles with some seating.

Enhancing the courtyard with public art will invigorate and engage social interaction and serve as a draw to the Site. The vision for the plaza is to create a visually stimulating environment by having an artist create a design for the plaza as well as one to two human scale sculptures. Materials for the Courtyard floor could include ceramic tiles, sandblasted concrete, concrete pavers, or a decorative overlay. The sculptures can be made of metal, ceramic or metal.





### C. STAIRWELL PLAZA

The Stairwell Plaza is located on the east side of Shellmound Street across from the existing Public Market and is considered a primary publically accessible space in the Shellmound Public Art Master Plan. The Grand Stair lands on a 45-foot wide public plaza with room for café seating on Shellmound Street. Rising from the plaza, an elevated pedestrian path provides the primary east-west connection between the Shellmound Market District and the neighborhoods across the railway.

An artwork consisting of multiple elements on the stairs rising from the plaza below will invoke curiosity, joy and invite further pedestrian exploration. It will also serve as a placemaker and wayfinder. Additionally, the artwork will anchor the south end of the site, as well as connect it to the Powell Street Gateway artwork.

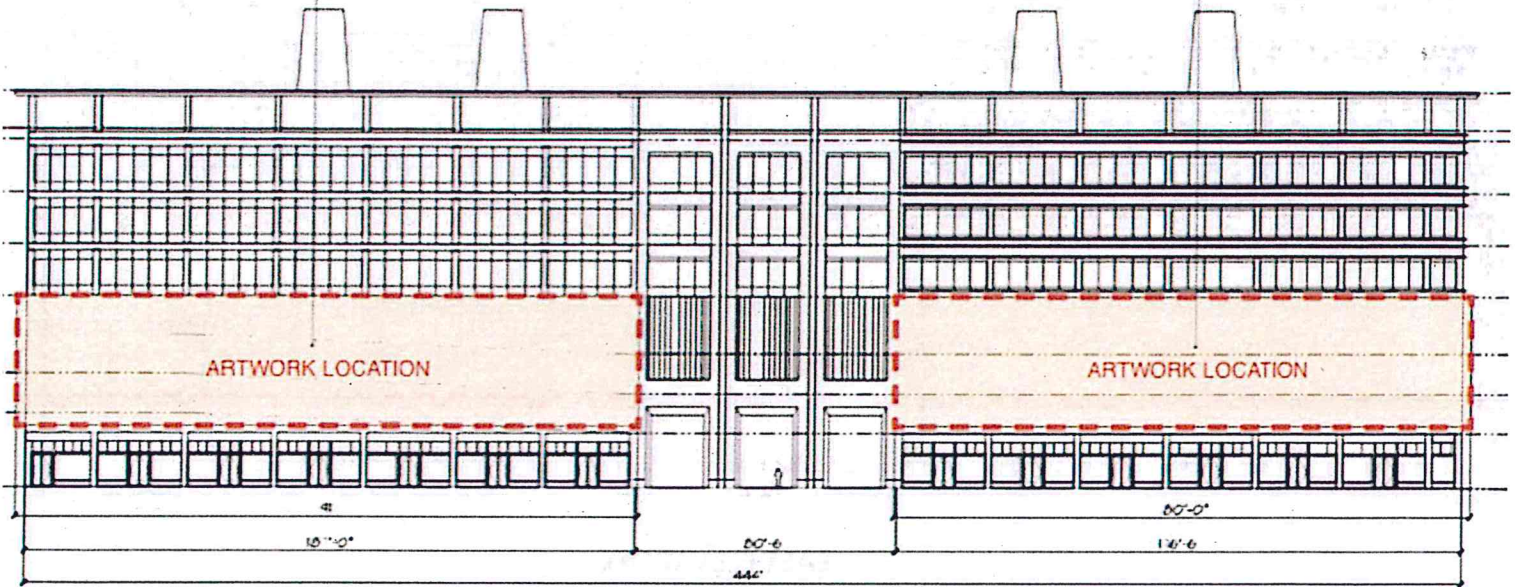




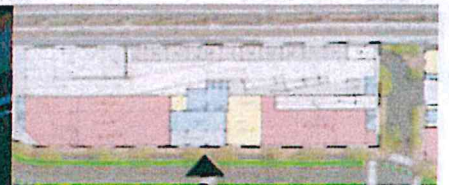
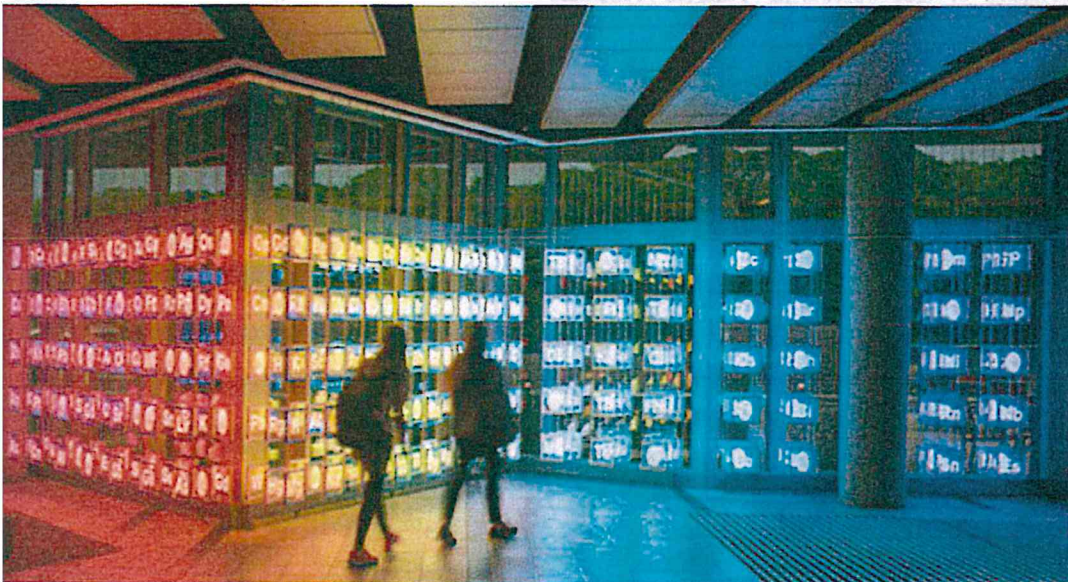
#### D. LIFE SCIENCES BUILDING WITH PARKING - WEST SIDE

The life sciences building on the east side of Shellmound Street across from the 62<sup>nd</sup> Street Plaza is 8 stories, with 3 stories of research labs totaling 150,000 square feet, 565 parking spaces on 4 floors, and 1 story of retail totaling 14,000 square feet.

The west side of the building will be highly visible for drivers and pedestrians on Shellmound Street and will provide an incredible canvas for an artist. The artwork will be mounted on the facade of the parking floors. The artwork could be two or three-dimensional, potentially illuminated as the Market is open until 9:00PM, and made of LEDs, metal mesh, aluminum, Kevlar, or fiber resin to accommodate the load limitation.



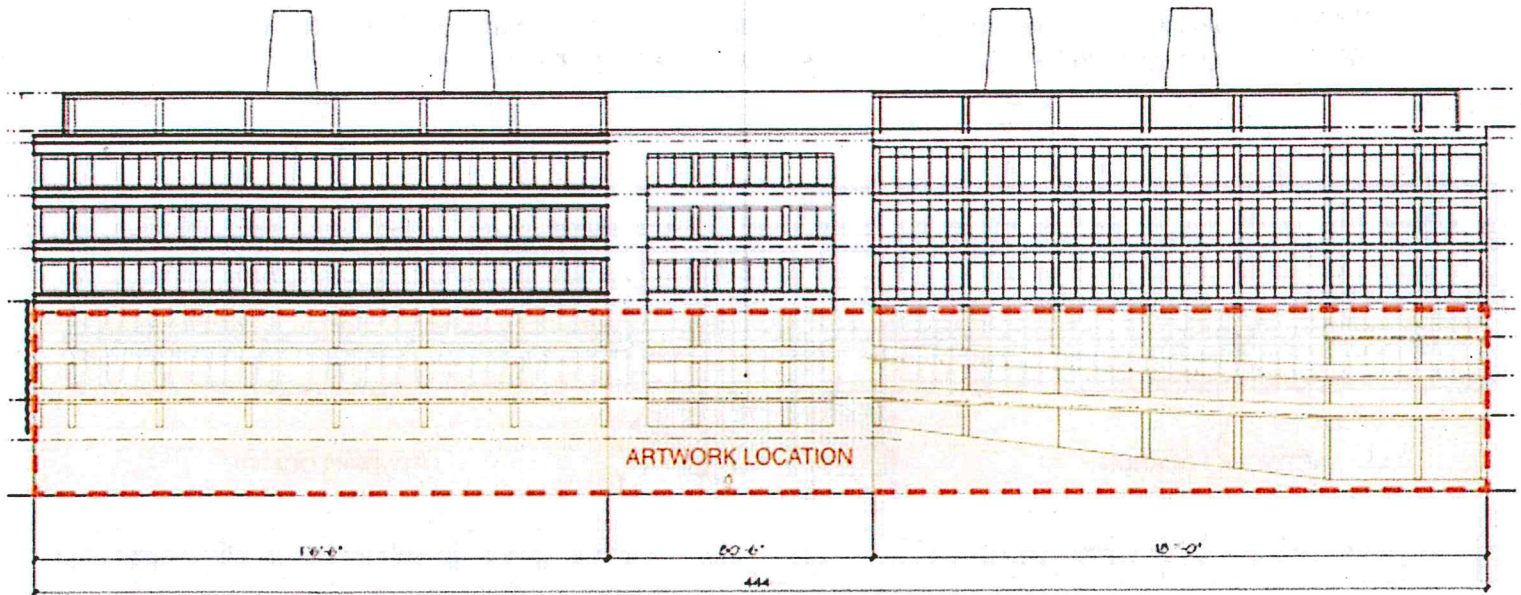
WEST ELEVATION



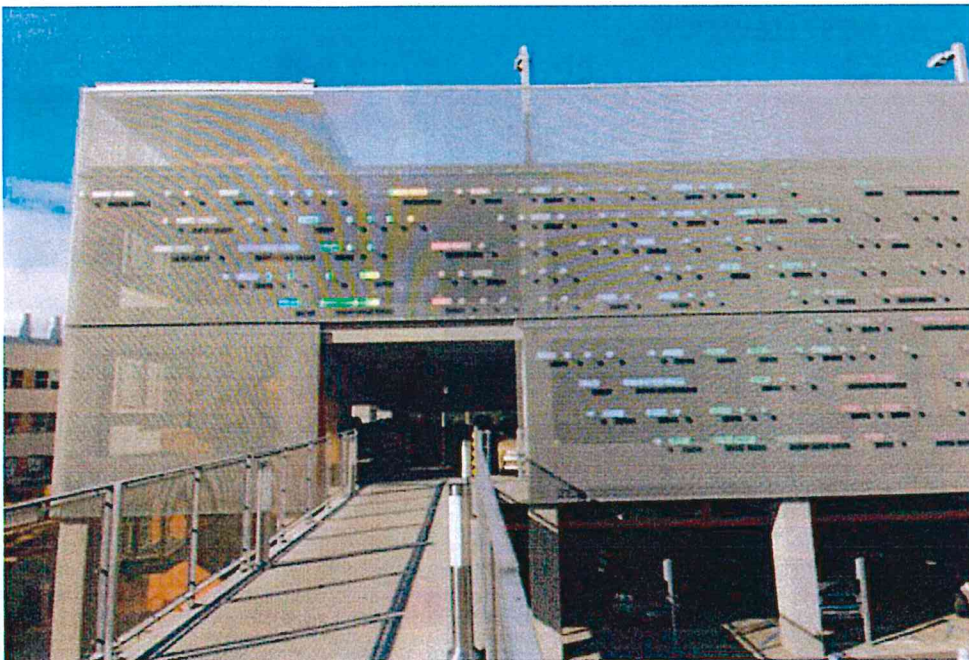


## E. LIFE SCIENCES BUILDING WITH PARKING - EAST SIDE

The east side of the building's parking floors on the east side of Shellmound Street is the final location for public art as agreed to by the Owner and the City prior to the hiring of the consultant. The artwork will be visible by pedestrians from the Stairwell Plaza Bridge and from the office buildings on the east side of the railroad. The east side of the building is 444 feet long. It is bound by Union Pacific Railroad, which allows for only a narrow egress. Additionally, the load limitation of the structure makes this a difficult site to install art. The installation may consist of screens, mesh, treated chain link fencing, UV resistant plastics, or a mural.



EAST ELEVATION





## PROJECT BUDGET

The total artwork budget is \$1.6 Million dollars. Artwork contracts and installation budgets to be allocated as follows:

- A. Christie Park \$75,000
- B. Public Market Courtyard \$325,000
- C. Stairwell Plaza \$200,000
- D. Life Science Building West Side \$750,000
- E. Life Science Building East Side \$250,000

## ARTIST SELECTION PROCESS

- Eligibility will be open to local, regional, and national artists that possess the capacity, technical knowledge, and reputation to deliver, and who work in appropriate scale and mediums. The Consultant will research artists within the scope criteria, prioritizing local artists.
- The Consultant will present to the Owner a short list of artists and their portfolio of available sculpture and/or past work representative of the scale and price of a sculpture to be considered for these artwork opportunities. The Owner will then select one to three artists per site to be presented with an honorarium and invited to respond to an RFP by developing a site-specific proposal.
- The Consultant will draft and issue the RFP, which will outline the scope, location, goals, timeline, and budget for the artwork. The Consultant will receive and evaluate the artists' submissions and make recommendations to the Owner.
- The Consultant will review the proposals with the Owner and jointly interview finalists as needed. The Owner will select the final artist.
- The Consultant will facilitate the execution of the contract between the artist and the Owner. The contract will include the budget, a preliminary schedule and insurance requirements.
- The Consultant will be responsible for overseeing the artists and the project management of the artworks.

## MAINTENANCE AND DURABILITY CONSIDERATIONS



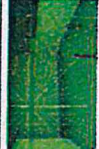


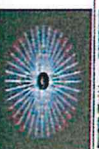







The Market poses a long-term maintenance challenge for artworks due to the high level of pedestrian traffic throughout the Site, the corrosive environment of the Site due to its proximity to the Bay and the amount of salt in the air in Emeryville, as well as the constant accumulation of soot and grime that result from the surrounding vehicular traffic. Maintaining high quality artworks in an outdoor environment requires careful planning to ensure that the artworks are designed and fabricated for long life with minimal maintenance, repair, and infrequent replacement of artwork elements.

The Consultant shall work with each artist to develop a maintenance and conservation plan for the artwork, which will include protocols for routine maintenance and conservation, as well as design specifications and guidance for making major repair. The Consultant will establish a process for ensuring that the artwork is inspected and repaired on a timely basis.



## TIMELINE (subject to change)

1. Preliminary Art Master Plan Approved – *July 2018*
2. Intermediary Art Master Plan Approved – *September 2018*
3. Final Art Master Plan Approved – *January 2019*
4. Christie Park
  - Preparation of Site – *April-September 2018*
  - Artist selected to develop site-specific proposal - *January 2019*
  - Proposal received - *February 2019*
  - Artist under contract – *February 2019*
  - Artwork Installed – *July 2019*
5. Public Market Courtyard
  - Artists selected to develop site-specific proposals- *February 2019*
  - RFPs issued – *February 2019*
  - Proposals received- *March 2019*
  - Final artist selected and under contract - *March 2019*
  - Artworks Installed - *December 2019*
6. Stairwell Plaza
  - Artists selected to develop site-specific proposals- *April 2019*
  - RFPs issued – *April 2019*
  - Proposals received- *May 2019*
  - Final artists selected and under contract- *May 2019*
  - Artworks Installed- *TBD*
7. Life Sciences Building East & West Sides (2 artworks)
  - Artists selected to develop site-specific proposals- *June 2019*
  - RFPs issued – *June 2019*
  - Proposals received - *July 2019*
  - Final artists selected and under contract - *July 2019*
  - Artworks Installed - *TBD*

Emeryville Public Market Potential Artists				Potential locations							
Artist	Media	Thumbnail	Website	City	D. Science West	E. Science East	C. Stairs	B. Plaza Sculpture	A. Park		
Christian Moeller	Media Arts		christianmoeller.com	LA							
Christopher Weed	public art sculptures		.chrisweed.com	CO							
Emily Fromm	illustrated contemporary landscapes		emilyfromm.com	SF							
Erwin Redl	Media Arts		paramedia.net	NY							
Favianna Rodriguez	paintings, murals, installations		favianna.flyingcart.com	Oakland							
Jacob Hashimoto	sculpture, installation, kites, modular		jacobhashimoto.com	NY							
James Clar	LED sculpture		jamesclar.com	Brooklyn							
Jim Isermann	intersection art & midcentury design		jimisermann.com	Palm Springs							
Kristen Farr	paintings, sculptures, digital art, mural		.kristinfarr.com	Oakland							
Leah Rosenberg	painting, sculpture, printmaking		leahrosenberg.com	SF							
Lordy Rodriguez	uses maps to reconfigure factual locations & create fictional assemblage pieces.		lordyrodriquez.com	Benicia							
Mark Reigelman	site-specific public works		markreigelman.com	NY							
Megan Reed	painting & sculpture		https://meganreed.net	LA							



