February 17th, 2009

Public Art Master Plan Subcommittee Meeting Notes

Goal of the Public Art Master Plan:
The goal is to create a prioritized list of zones and specific sites appropriate for public art installations. This information will be available to the Arts Committee when making a choice of projects to undertake when money becomes available from the Percent for the Arts Fund. Information such as potential costs and economic impact should be included, so the best project choice for the available funds can be made.

The creation of a comprehensive Public Art Master Plan is based on an understanding of the historical and cultural influences that exist in the City of Albany, as well as knowledge of its natural and built environments. The public input will be important to include in this process.

Different variety of types of projects from freestanding sculpture, murals, to wall or hanging art should be included.

Selection Process:
A description of the selection process is in the city's Percent for the Arts Ordinance and procedures. The entire document will be in the appendix of the plan and also have specific parts repeated in the Master Plan when appropriate.

Zones:
Zones established with specific sites identified - cohesive way to think of city and areas that have similar requirements:

- Solano Avenue
- Under Bart tracks
- City Buildings
- San Pablo Avenue
- Key Route Blvd
- Marin Avenue
- Waterfront
- Parks
- Redevelopment area (Target to Cleveland including the freeway overpass)

Public Input:
We wish to include site recommendations from Arts Committee, City staff, public officials and general public.

Site Criteria:
To establish list of prioritized potential public art sites, the Arts Committee will need to consider the following information for each zone and site.

- visibility and public access
- public safety

- interior and exterior traffic patterns
- relationship of art to the site's existing or future architectural or natural features
- function and uses of the facility or site
- future development plans for the area which may affect the public art project
- relationship of the proposed work to existing works of art or design elements within the site's vicinity
- social or cultural context of the proposed artwork relative to the site and its surrounding environment
- public works and structural considerations (underground infrastructure)
- philosophical considerations (Veteran's concerns at Key Route Blvd)
- background of area including pertinent information such as historical influence
- possible project concepts appropriate for specific sites (sculpture, wall hanging, mural)
- estimated budget range for artwork in specific areas (example: free standing sculpture $20,000 to $80,000 or mural $15,000 to $35,000)
- special design considerations (site visible from a long range or acts at gateway)
- possible design approaches (projects should include light and movement, Trompe l'oeil images, street elements such as benches, design approaches reinforcing the themes of history, culture or diversity, inclusion of historical elements,)
- size and scope of site
- economic impact of site (Solano Ave artwork could help merchants)
- project estimate time line estimate

The subcommittee also developed a table of contents for the Public Art Master Plan:

TABLE OF CONTENTS

(Draft for Master Arts Plan March 16, 2009)

I. INTRODUCTION AND GOALS
II. SITES AND CRITERIA
III. THE SELECTION PROCESS
IV. APPENDIX – ARTS ORDINANCE

PUBLIC ART MASTER PLAN SUBCOMMITTEE RECOMMENDATION:
The subcommittee felt that at this time it was appropriate to consider hiring a professional Art Consultant to gather public input and do the above research.