



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: Michael Ogilvie

SUBJECT: SEE BELOW

DATE: March 28, 2019

Council District: 3

SUBJECT: Design proposals for pedestrian crossing and bikeway streetprint designs at specified locations in the SoFA District of San José.

RECOMMENDATION

Review and take action on the design proposal by artist Scape Martinez for pedestrian crossing and bikeway streetprint designs at designated locations in the SoFA District of San José, a project of the San José Downtown Association.

LOCATION

Four crosswalks in the SoFA District located at San Salvador and S. First Streets, at least two and up to four crosswalks located at E. William and S. First Streets, and a different design in the New Bikeways bike lane area in front of 400 S. First Street.

PROJECT DESCRIPTION

The San José Downtown Association (SJDA) is presenting two designs by artist Scape Martinez, one for streetprint in crosswalks in two intersections in the SoFA District and one for a nearby area of bikeway that is part of the City's New Bikeways plan.

Total artist fees are \$3,000: the artist fee to Scape Martinez was \$2,250 for concept designs, and \$750 for Corinne Okada Takara for technical assistance in developing the designs. This project, including the fabrication and installation of the final designs by Asphalt Impressions, is funded by SJDOT and will be implemented by SJDA. The project is expected to be completed during Summer 2019. Maintenance for the streetprint artworks is the responsibility of SJDA and SJDOT and is not part of the Public Art Program's responsibility or artwork collection.

This project is being undertaken by SJDA in partnership with the City of San José's Department of Transportation (SJDOT) because an existing streetprint design by Martinez that was installed at on S. First Street in the SoFA District had to be removed by SJDOT in order to make necessary street improvements. SJDA and SJDOT resolved to have Martinez create new designs for crosswalks and for a New Bikeway area. Martinez worked closely with SJDA and SJDOT in developing the design, and with artist Corinne Takara who provided technical assistance in the design development.

This project is part of the SJDA's Downtown Street Life Plan (DSLPL). The DSLPL is a vision and road map of street life and placemaking improvements for downtown San José, adopted by the SJDA more than five years ago. The plan is a community-driven initiative that factors in stakeholder input, long-term needs assessment, and urban design analysis. This collective plan resulted from input by SJDA and PBID (Property-Based Improvement District) board members and various downtown businesses and property owners, and feedback from multiple city departments including Office of Economic Development, Department of Transportation, Department of Public Works, and Department of Planning, Building, and Code Enforcement. The plan was conducted by CMG, a landscape architecture firm based in San Francisco. SJDA has worked on implementation of its DSLPL for more than five years.

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In addition to murals across Downtown San José, the SJDA Street Life Committee, consisting of downtown property and business owners and city staff, elected art crosswalks to be a street life priority project. The goal of these crosswalks is to add distinction and anchor the downtown district, provide visual interest to the pedestrian experience in the SoFA District and other Downtown locations, and to bring more awareness to the crosswalks so that motorists are aware of pedestrian crossings.

PUBLIC OUTREACH

The designs have been approved by SJDOT staff. Because the artwork will be on City property, Public Art Committee review and approval of the design is required. SJDOT has reviewed and approved the designs and will have final say in any necessary design revisions; prior to installation, SJDOT will review the artwork to provide feedback on any safety issues or concerns directly to the SJDA.

No other specific public outreach information was available at the time of this report.

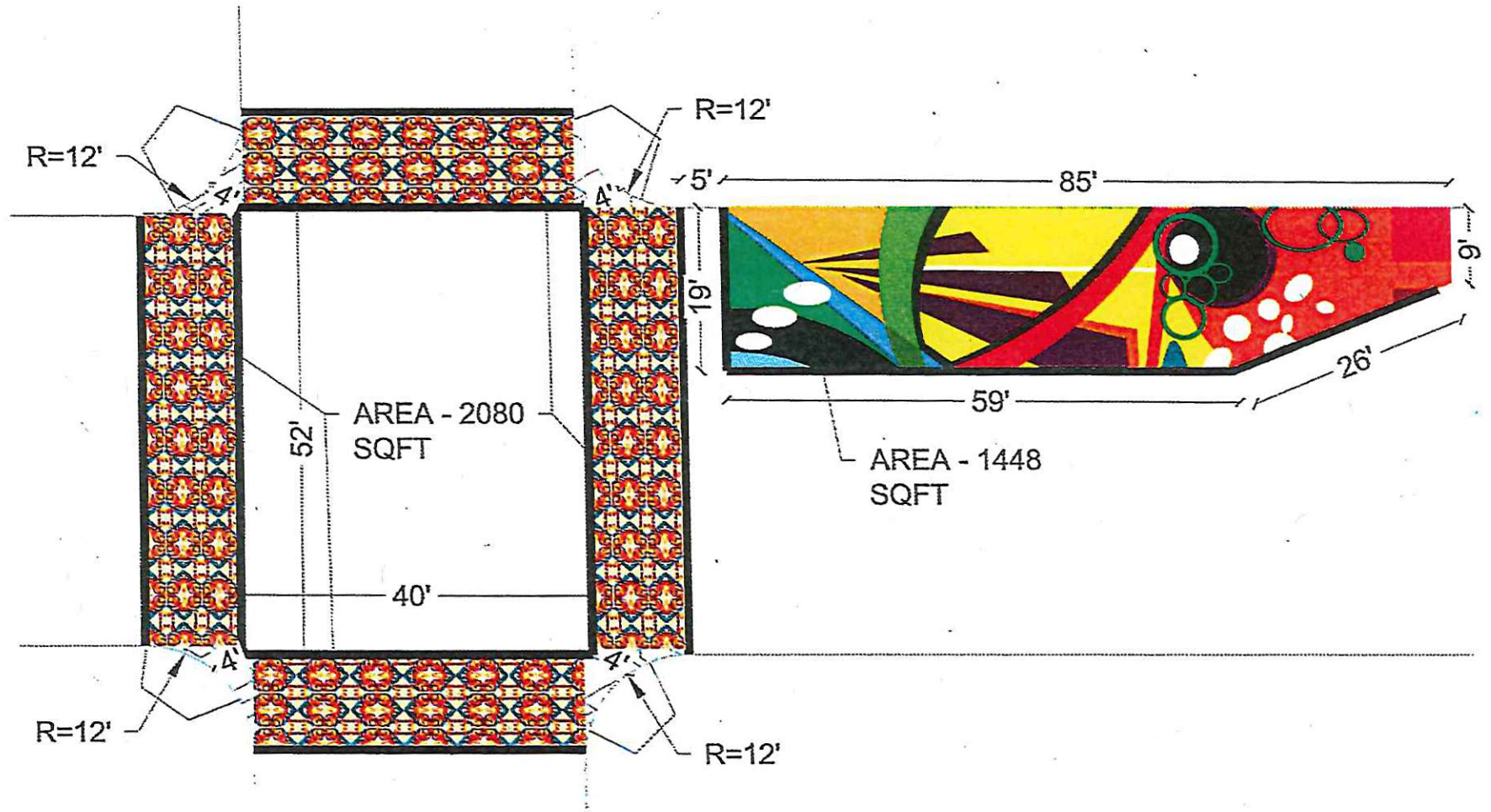
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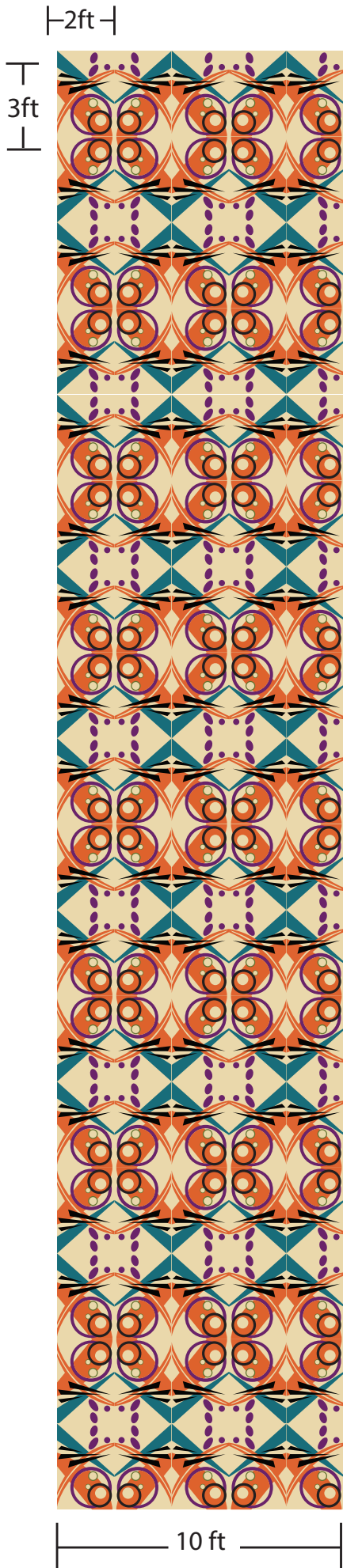
MICHAEL OGILVIE,
Director, Public Art

Attachment: 2 renderings of the streetprint designs

Crosswalk design

Bikeway Streetprint design





Colors:

- Tan
- Black
- Teal
- Burnt Orange
- Purple
- Olive Green

CROSSWALK DESIGN w/PATTERN DETAIL

Scape 1 V.3
One pattern tile

Takara 3/13/19