

April 5, 2021
Item 4

**TITLE: REVIEW AND RECOMMEND THE TEMPORARY INSTALLATION AND
LOCATIONS OF WAYFINDER SIGNPOSTS**

SUMMARY

The Pleasanton Cultural Art Council (PCAC) and the Civic Art Commission's Public Art Selection Subcommittee (PASS) are proposing two wayfinder signposts for installation in downtown Pleasanton to highlight and direct the community to the City's public art collection. The temporary signposts would be in place during summer months to coincide with the closure of City streets to vehicular traffic. PASS is recommending approval of the temporary installation and their locations at the Museum on Main and on Neal Street.

RECOMMENDATION

Review and recommend the temporary installation and locations of wayfinder signposts.

FINANCIAL STATEMENT

The signposts will be purchased and commissioned by PCAC. The City will fund the installation of the pieces in the amount not to exceed \$15,000 through the Public Art Installation Fund in account #50550110-430107.

BACKGROUND

On March 2, 2020, PCAC was granted a Civic Arts Commission grant for marketing, publicity, and membership in the amount of \$3,265. Subsequently, PCAC reached out to City staff with a proposal for two public art wayfinder signposts (Attachment 1). Artistic signposts have functioned as a popular feature in the community of Livermore, guiding visitors to public art downtown (Attachment 2). The signposts function as artistic and attractive directional signs that incorporate elements of poetry and visual art. After seeing the success of the signposts in Livermore, PCAC determined that the pieces could have a positive impact on the arts in Pleasanton.

The Public Art Selection Subcommittee (PASS) met virtually on March 19, 2021 to discuss the PCAC proposal. PASS meets on an as-needed basis to discuss public art proposals and recommend locations for installation. PASS Committee members include representatives from the Pleasanton Downtown Association, Pleasanton Cultural Arts Council, the Museum on Main, the Civic Arts Commission, the Parks and Recreation Commission, as well as City staff from Civic Arts and Operation Services. PASS recommended the temporary signposts as positive additions to the downtown area to direct walking traffic to the City's public art pieces.

PASS discussed the locations and recommended that the two signposts be installed outside the Museum on Main and on Neal Street across from Meadowlark Dairy, adjacent to the Wheels bus stop. PASS discussed that the Museum on Main was a prime location due to its high visibility and location in the middle of downtown. Its proximity to the Main Street Pleasanton banner provides photo opportunities and an installation on concrete would allow for a clear and unobstructed path on the sidewalks.

PASS selected the Neal Street location because of its high visibility and foot traffic access to downtown from the east side, as well as its proximity to the Meadowlark Dairy and Wheels bus stop. PASS recommended adding a temporary flowerpot to the concrete installation to brighten up this intersection and make the signpost appealing.

DISCUSSION

If recommended by the commission and approved by City Council, PCAC would fund and commission the artwork for the individual signposts. The two signposts would be designed to be similar in architecture at 8 feet tall and 2 feet wide and constructed of wood. The wayfinding arrows would be made of boards commissioned to local artists. Artists would create stylized renderings of existing public art pieces throughout downtown. The signposts would feature a poem created by a former Pleasanton Teen Poet Laureate, artistically rendered on the signpost.

The artwork on the arrows of the wayfinding signs would be depictions of the public art they are pointing to. The public art would be selected by the artist and reviewed by City staff and PASS. The artist selected would have creative liberties with the materials used and the directional arrows would be a visual element of the signposts that guides visitors to the art.

The signposts would be starting points for reintroducing public art to the community through programming in partnership with the Pleasanton Downtown Association, the Museum on Main and local businesses. Programming and a virtual Public Art Walk would run in conjunction with the Weekend on Main street closures. QR codes on the public art pieces would link the art back to City's public art web and app platform, STQRY which offers visitors information and history on each piece of art.

PCAC and City staff are proposing the temporary installation of the signposts and their proposed locations to highlight the City's valued works of public art while increasing traffic and interest in downtown Pleasanton.

ALTERNATIVE ACTION

Any other action as determined by the Civic Arts Commission.

Submitted by:

A handwritten signature in black ink, appearing to read 'TW', is positioned below the 'Submitted by:' text.

Tamara Whitney
Recreation Manager, Civic Arts & Community Events

Attachments:

1. Wayfinder Signpost Public Art Design Rendering
2. Wayfinder Signpost Livermore Design
3. Wayfinder Signpost proposed location images