GOAL 1: SHOWCASE AND SUPPORT OUR ARTISTS.

		ST/MT/ LT	LEAD	POTENTIAL PARTNERS AND SUPPORTIVE PLANS	CONSIDERATIONS FOR CONDITION OF APPROVAL (COA) / ADMINISTRATIVE ACTIONS	EXAMPLE	CONNECTIONS TO PROJECTS AND PROGRAMS AND POLICIES	ORDINANCE AND PLANS ACTIONS IMPLEMENT
1	Encourage the development of the Emeryville Center for the Arts as space for the community to showcase and celebrate the work of local and visiting artists. Consider alternatives for non-profit operations vs City operations. This recommendation supports the arts community from a policy perspective but is outside the scope of the Art in Public Places Program.	MT	City EDH/ PW	TBD - 501c3 to operate or City, Business contributions	Allow developments to receive density bonus points for contributions to ECA	Studio One, Rythmix (Alameda), Richmond Center for the Arts		Goal 8
2	Support affordable gallery space in key locations including Park Avenue and San Pablo Avenue through new AiPP policy. Consider the Emeryville Arts Center as it is developed, existing vacant storefronts, sites adjacent to the Park Avenue Plaza, and private developments.	ST	City Plng	EAC, Developers	Review COA on 1. Development on Park Avenue and San Pablo Avenue 2. Projects developing ground floor parking garages 3. Seeking density bonuses (to support the ECA) 4. Consider parking garage walls as opportunities for creating corridors for gallery spaces 5. Non-profit Housing developers with City support	Encourage the Planning Division of the Community Development Department to re-examine possibility of providing density bonuses if more than the required contributions is dedicated to the creation and maintenance of space for the arts (both installations and low cost gallery spaces). Consider possible incentives to developers, providing more than the required contributions to the creation and maintenance of space for the arts.	Avenue 64, Santa Monica galleries in private development	Adopt policy for adding conditions for ground floor art gallery space for new projects on Park Ave. And San Pablo Ave. Amend "Section 9-4.204 of the Planning Regulations, 'Development Bonuses' to re-instate a Community Benefit category in Table 9-4.204(c) for additional public art beyond the 1% requirement." with specification of terms for subsidized gallery space, as well as art installations. Encourage use of the Flexible density bonuses for additional art installations.	Goal 1, Goal 2, Goal 8, Goal 11
3	Encourage a "First Friday" type program to be integrated with the Center for the Arts development, either as precursor to the Center or a parallel program.	MT	EAC	Restaurants exhibiting local artists, 45th Street Artist Coop Emeryville Celebration of the Arts, Avenue 64 gallery, Cliff Bar	Consider linking Community Grants program to non-profit organizers willing to initiate such efforts.	Art Murmur		Goal 2, Goal 3, Goal 8
4	Explore tech opportunities to share existing and past art through video, imagery, and text through app and content development or procurement. This strategy can focus on the prior mudflat installations, pieces being decommissioned for the AiPP collections, or juried pieces selected for a walking tour. Implementation options include:	ST	City IT / EDH/PAC	Technology and content developers	Consider contracting with proprietary app developers (e.g. Otocast) or national non-profits (e.g. WESTAF) for online tours and catalogue Consider revising the City website's Interactive art walking tour map and Integration of artists historic role in the City history on the City's website/photo gallery	Cincinnati Hotel Video Projections; Otocast, Westaf; ESRI story board, SPARK Google map	Program 6: Mudflat Programs	Goal 1, Goal 2, Goal 3, Goal 8, Goal 10, Goal 12
5	Develop economic development strategy for arts related businesses including grants and other financial incentives. This recommendation supports the arts community from a policy perspective but is outside the scope of the Art in Public Places Program.	LT	City EDH/ Plng	Local businesses	Development seeking approval for density bonuses may chose to support small businesses, deposits made to this fund controlled by the City should include support for artists operating as small businesses in Emeryville	Santa Cruz Tannery, Atlanta's Goat Farm, Alameda County		Goal 8
6	New programs may emphasize or exclusively call for participation or local artists.	ST	City EDH/ PAC		Review calls for opportunities to target to local artists	San Luis Obispo Utility Box Program	Programs 1-6	Goal 2, Goal 4, Goal 8

GOAL 2: CELEBRATE OUR SHORELINE AND HISTORIC MUDFLATS.

		ST/MT/ LT	LEAD	POTENTIAL PARTNERS AND SUPPORTIVE PLANS	CONSIDERATIONS FOR CONDITION OF APPROVAL /ADMINISTRATIVE ACTIONS	EXAMPLE	CONNECTIONS TO PROJECTS AND PROGRAMS AND POLICIES	ORDINANCE AND PLANS ACTIONS IMPLEMENT
1	Install temporary and/or permanent art along the shoreline, celebrating Emeryville's largest City park at the Marina. Consider use of the foundation studs at the end of the Marina's fishing pier	MT	PAC/City EDH/PW	Private and Public Marina, Bay Trail, BCDC, ABAG, Park Plan	Consider COA for Emeryville Private Marina to partner in larger future projects if feasible in combination with Public Works management of the Public Marina. A BCDC permit for any installation will be needed.	Current: LA, Nature based animations on San Miguel Island,	Project 3: Emeryville at the Marina	Goal 1, Goal 2, Goal 3, Goal 5, Goal 8, Goal 10, Goal 11
2	Celebrate and archive the mudflat art of the 1960's- 1980's. Consider:	MT	City EDH/ PAC/IT/ CSD	Local artists, Historians; EAC, local developers; Oakland Museum, Eville Eye, UC Berkeley, College of Arts and Crafts, Crowdsourced information; BCDC, , Friends of ESSP	Consider: Commissioning temporary or permanent show(s) that celebrates and educates the public about the Mudflats' artists at the Emeryville Arts Center and/or in development sites. Hosting a yearly festival that invites the community to make driftwood and found object art in an upland location including Identifying potential organizers, participants, sites and materials sources. Commissioning a permanent piece that celebrates the history of the mudflats and/or the artists using it as their canvas Including historic images on the City website and share with other organizations (gathering images from sources, writing content and uploading imagery to City website)	E'ville Eye series on Mudflat art ; object trouvé found art festival in Indio, CA and Nard Ward: Sun Splashed Barnes' Roberts Gallery, Philadelphia, PN, Magic City Art Connection	Project 4: Ashby Interchange Park, Program 6: Mudflat Programs	Goal 1, Goal 2, Goal 3, Goal 10, Goal 11
3	Examine the possibility of a partnership with Oakland and Berkeley to create art together along the Bay Trail.	MT	City/ Bay Trail	ABAG, Oakland, Berkeley	Consider an MOU with ABAG for curation of art on or adjacent to the Bay Trail in Emeryville. A BCDC permit for any installation will be needed.	Folsom Cash Art Trail, Monon and Cultural Trail, Indianapolis, IN, Migrations (ABAG)	Project 5: Bay Bridge Path Interactive Entrance, Program 2: Temporary Light Shows	Goal 2, Goal 3, Goal 5, Goal 8, Goal 10, Goal 11
4	Install permanent piece at the Ashby interchange's new park at time of the interchange's reconstruction	LT	City PW/ PAC	Caltrans, ACTC,	Coordinate collaboration between Public Works, Alameda County Transportation Commission and Caltrans to preserve park space appropriate for an art installation prior to PAC advising a public call	glomus, Louisville, KY and iwitness, Los Angeles, CA	Project 4: Ashby Interchange Park	Goal 1, Goal 2, Goal 5, Goal 7, Goal 8, Goal 9, Goal 10, Goal 11

GOAL 3: DISTINGUISH OUR CORRIDORS AND HIGHLIGHT OUR ENTRYWAYS.

		ST/MT/ LT	LEAD	POTENTIAL PARTNERS AND SUPPORTIVE PLANS	CONSIDERATIONS FOR CONDITION OF APPROVAL /ADMINISTRATIVE ACTIONS	EXAMPLE	CONNECTIONS TO PROJECTS AND PROGRAMS AND POLICIES	ORDINANCE AND PLANS ACTIONS IMPLEMENT
1	Use public art to enhance the most prominent bicycle and pedestrian corridors, such as:	MT	City EDH/ PAC/PW	Developers of Bayfront Bridge		Cherry Creek Path, Denver Marsh Creek trail, Brentwood, CA	Project 1: Greenway Artwalk, Project 2: Temescal Creek Greenway	A Creative Historic Creek Bed, Program 2: Temporary Light Shows	Goal 1, Goal 2, Goal 3, Goal 5, Goal 7, Goal 8, Goal 9, Goal 10, Goal 11
	a) Entrances to the Bay Trail and the Bay Bridge Path within Emeryville.	MT	City EDH/ PAC/PW	ABAG, Caltrans	Coordinating collaboration between Public Works, ABAG, and Caltrans to integrate art into the site would be needed.	Prairie Modules 1 & 2, Swarm Street, Indianapolis, IN	Project 5: Bay Bridge Path Interactive Entrance, Program 2: Temporary Light Shows, Program 4: Murals Program	
	b) The Emeryville greenway and the proposed Temescal Greenway. As the east west aligned Temescal Greenway is developed with the opening of the South Bayfront Bridge and is connected to the north south aligned Emeryville Greenway, public art can be used to create a delightful, intriguing environment as well as provide wayfinding and visual identity.	MT	City EDH/ PAC/PW	Local business owners, EUSD, Flood District, UPRR, Parks Plan,	· Develop standard costs or process for determining line item expenses for private property developments and public infrastructure elements to be net from the credits made to the project or funding made from the AiPP should an artist be commissioned to design a functional feature required by the development or public project. · Identify opportunities for artists to design features in developments or public projects adjacent to the Emeryville Greenway and the proposed Temescal Greenway	Fort Worth: Chisholm Trail Parkway Public Art	Project 1: Greenway Artwalk, Project 2: Temescal Creek Greenway	A Creative Historic Creek Bed, Program 2: Temporary Light Shows, Program 3: Artist Designed Functional Art Program, Program 4: Murals Program Project 7: Rail Road Over crossings	
2	Examine the possibility of a partnership with Oakland and Berkeley to install art on the Greenway at the City borders or to coordinate installations along the routes that are thematic with pieces elsewhere on the route linking each City's segment between Berkeley's 9th Street Bike boulevard, Emeryville's Greenway and Oakland's Mandela Parkway. Consider artist-designed functional elements for installation along the routes.	MT	City EDH/ PW/ PAC	Oakland/Berkeley	· Develop standard costs or process for determining line item expenses for private property developments and public infrastructure elements to be net from the credits made to the project or funding made from the AiPP should an artist be commissioned to design a functional feature required by the development or public project. · Identify opportunities for artists to design features in developments or public projects adjacent to the City boundaries · Identify opportunities for artists to design functional elements for installation along the key bicycle and pedestrian corridors such as artist-designed crosswalks, benches, bollards, or bike racks.		Project 1: Greenway Artwalk ,Project 8: Secondary Gateway Treatments, Program 3: Artist Designed Functional Art Program, Program 4: Murals Program	Goal 1, Goal 2, Goal 3, Goal 5, Goal 7, Goal 8, Goal 9, Goal 10, Goal 11
3	Prioritize key entry points for AiPP investment including: The Amtrak Station, Hollis and Powell intersection and the Emeryville Marina.	MT	City EDH/ PAC	Local business owners, developers	Consider negotiating COA or development agreement terms for art installations consistent with the Projects and Programs		Project 3: Emeryville at the Marina, Project 7: Rail Road Over crossings	Goal 1, Goal 2, Goal 3, Goal 5, Goal 7, Goal 8, Goal 9, Goal 10, Goal 11, Goal 12
4	Consider AiPP investment in gateway sites (possibly in partnership with developers) either as unique commissions or a unified call for priority gateways. Consider Southern gateways along 40th and at the Star Intersection for artists' interventions.	MT	City EDH/ PAC	Local business owners, developers	· Develop standard costs or process for determining line item expenses for private property developments and public infrastructure elements to be net from the credits made to the project or funding made from the AiPP should an artist be commissioned to design a functional feature required by the development or public project.		Project 3: Emeryville at the Marina, Project 6: 40th and San Pablo Avenue Transit Hub Improvement Project, Project 8: Secondary Gateway Treatments, Program 1: Emeryville Icon, Program 3: Artist Designed Functional Art Program	Goal 1, Goal 2, Goal 3, Goal 5, Goal 7, Goal 8, Goal 9, Goal 10, Goal 11, Goal 12

GOAL 4: INCREASE COMMUNITY ENGAGEMENT AND PLACEMAKING INITIATIVES.

		ST/MT/LT	LEAD	POTENTIAL PARTNERS AND SUPPORTIVE PLANS	CONSIDERATIONS FOR CONDITION OF APPROVAL	EXAMPLE	CONNECTIONS TO PROJECTS AND PROGRAMS AND POLICIES	ORDINANCE AND PLANS ACTIONS IMPLEMENT
1	Identify functional infrastructure Public Works would be open to being designed by artists, and sharing the costs of installation and maintenance for, such as; wayfinding, bollards, bike racks, crosswalks, benches, and bus stops. Prioritize locations for such installations.	ST	City EDH/ PW/ PAC		Develop guidelines to require developers and the City Public Works engineers to net out costs of items such as: doors, rails, bollards, standard crosswalk, bike rack etc. to ensure, if meeting the art requirement by installing artist designed infrastructure or functional building elements, the money dedicated to those items is deducted from the credits made to the project or funding made from the AiPP. Consider calls for integrated artist designed public infrastructure with shared funding, such as the agreed upon costs of standard designed items provided by Public Works and the artist fee and materials paid for by the AiPP fund. Develop mechanism for annual escalation of standard costs for elements to be considered for artist design. Develop standard costs for private property building and public infrastructure elements appropriately considered to be designed by artists.	St. Paul Street, St. Paul, MN	Project 6: 40th and San Pablo Avenue Transit Hub Improvement Project, Project 9: Art in Medians, Program 3: Artist Designed Functional Art Program	Goal 1, Goal 2, Goal 3, Goal 4, Goal 5, Goal 7, Goal 8, Goal 9, Goal 10, Goal 11, Goal 12
2	Develop selection criteria for priority AiPP Projects based on key community values such as geographic priorities, temporary vs. permanent installations, materials and typology priorities.	ST	City EDH/ PAC	Westaf	Develop calls for AiPP funded Projects and Programs reflecting site specific conditions.		All projects and programs.	Goal 1, Goal 2, Goal 8, Goal 9, Goal 10, Goal 11
3	Sponsor temporary art exhibits and events that engage the community in places like City Hall plaza, Doyle Hollis Park and the Marina	ST	City EDH/ PAC	Community Services Department, Harbor masters			Program 2: Temporary Light Shows	Goal 1, Goal 2, Goal 3, Goal 4, Goal 8, Goal 9, Goal 10, Goal 11
4	Support the Celebration of the Arts and the development of the Center for the Arts as key partners in implementing many of the Plan's goals and programs	ST	City EDH/ PAC	ECA, EAC			Programs 1-6: Emeryville Icon, Temporary Light Shows, Artist Designed Functional Art Program, Murals Program Temporary Art during Construction/Vacancy, Mudflat Programs	Goal 1, Goal 2, Goal 3, Goal 4, Goal 8, Goal 9, Goal 10, Goal 11
5	Consider temporary, interactive art installations that are City wide.	ST	City EDH/ PAC	ECA, EAC			Program 1: Emeryville Icon, Program 5: Temporary Art during Construction/ Vacancy	Goal 1, Goal 2, Goal 3, Goal 4, Goal 8, Goal 9, Goal 10, Goal 11
6	Increase youth participation and creation of arts and explore EUSD and ECCL partnership opportunities to include youth in programing and exhibitions	ST	City/PAC/ ECCL/ EAC/ EUSD/	Local schools	Integrate stipends for artists in AiPP Calls for artists willing to work with school children. Encourage City investment in Community Grants to include artists working in the schools.		Program 5: Temporary Art during Construction/Vacancy	Goal 1, Goal 2, Goal 8
7	Increase resident and employee awareness of the AiPP projects and programs through marketing and educational materials	ST	City EDH/ PAC		Develop marketing materials for the AiPP including maps, events, apps, websites, presentations, and press releases. Consider use of Icon considered in Program 1 for use in AiPP marketing materials	ESRI story board, SPARK Google map; Otocast, Westaf, PAMP Storyboards	Program 1: Emeryville Icon,	Goal 2

GOAL 5: INCREASE THE AIPP PROGRAM IMPACT IN PRIVATE DEVELOPMENTS.

		ST/ MT/ LT	LEAD	POTENTIAL PARTNERS AND SUPPORTIVE PLANS	CONSIDERATIONS FOR CONDITION OF APPROVAL / ADMINISTRATIVE ACTIONS	EXAMPLE	CONNECTIONS TO PROJECTS AND PROGRAMS AND POLICIES	ORDINANCE AND PLANS ACTIONS IMPLEMENT
1	Encourage integration of public art in the most visible, high impact and accessible locations in private development sites, as feasible.	ST	City EDH/ Plng	AiPP Ordinance & Guidelines	Staff responsible for the Public Art program and implementation of the Public Art Master Plan should be engaged in discussion prior to development of Conditions of Approval or development agreements for large projects to determine what program or projects the COA or development agreements can support. Consider COA for requiring artist treatments to the site's fences or screening during vacancy and construction Consider developing resources for providing artist resources to developers for temporary screening	COE Best practices for Art Integration with Building Development	Projects 1-8, Program 4: Murals Program, Program 5: Temporary Art during Construction/ Vacancy	Goal 1, Goal 2, Goal 5, Goal 8, Goal 10, Goal 11, Goal 12
2	Encourage public art integration in development	ST	City Plng	AiPP Ordinance & Guidelines	Develop mechanism for annual escalation of standard costs for elements to be considered for artist design. Develop standard costs for private property building and public infrastructure elements appropriately considered to be designed by artists. Provide developers with Best Practices for integrated art in building development made up of examples of Emeryville Public Art projects that enhance the streetscape and building facades. Consider Conditions of Approval for development with long vacancies or construction periods to install temporary screening on site fencing designed by artists		Program 5: Temporary Art during Construction/Vacancy	Goal 1, Goal 5, Goal 8, Goal 10, Goal 12
3	Consider unique integration strategies for public art in family friendly developments, Consider Interactive public art.	MT	City EDH/ Plng	AiPP Ordinance & Guidelines, Family Friendly Guidelines, COA	Develop guidelines to require developers and the City Public Works engineers to net out costs of items such as: doors, rails, bollards, standard crosswalk, bike rack etc. to ensure, if meeting the art requirement by installing artist designed infrastructure or functional building elements, the money dedicated to those items is deducted from the requirement. Develop mechanism for annual escalation of standard costs for elements to be considered for artist design.			Goal 1, Goal 2, Goal 8, Goal 9, Goal 10, Goal 12
4	Develop a mechanism to ensure private development requirements are met for ongoing maintenance and replacement of degraded works is completed	ST	City EDH/ Plng	AiPP Ordinance & Guidelines, COA	Develop strategies for ensuring that as the collection ages in place and the last large sites to trigger the AiPP requirements are developed, that the commissions are maintained and replaced so that the AiPP program continues to flourish post build out, decades after the initial installation with timely replacement of outdated installations. Attach AiPP requirements and developer commitments to parcel records, maintained in central database for easy records recovery should a piece be damaged, removed or the property to transfer and new proposals made. Work with Planning and Building Staff to revise standard Conditions of Approval for the AiPP to reference requirements for maintenance agreements with Homeowner Associations, if applicable. Work with the City Attorney to determine the best way to regulate and assess fees to property owners with "missing" pieces. Develop maintenance contract with developers to ensure city approves the replacement value prior to replacement or movement of pieces and proper maintenance occurs on a regular basis. Consider basis for escalating required replacement value such as requiring the insured valuation be replaced or annual inflation, since purchase. Develop program to proactively encourage outdated pieces be replaced or refurbished at time of property's sale.			Goal 12, Goal 13
5	Address perceived restrictions to access imposed on the public in interior or exterior commercial locations through biannual tours of interior and courtyard spaces.	MT	City EDH/ PAC	Property Owners				Goal 2, Goal 8, Goal 11, Goal 12
6	Encourage the City to create incentives for developers to form low cost gallery space in addition to the required contributions through incentives for the creation of the arts (both installations and low cost gallery spaces).	MT	City EDH/ Plng	Planning Commission	Encourage the Planning Department to re-examine possibility of providing density bonuses if more than the required contributions is dedicated to the creation and maintenance of space for the arts (both installations and low cost gallery spaces).	Santa Monica Gallery spaces		Goal 1, Goal 2, Goal 9, Goal 12
7	Routinely assess the condition and enforce the placement and commission of replacement works within private development, as these will be of increasing importance as the City builds out and collection's earliest pieces are approaching their functional ends.	ST						Goal 12, Goal 13

GOAL 6: SEEK ADDITIONAL FUNDING MECHANISMS TO ACHIEVE MASTER PLAN GOALS.

		ST/MT /LT	LEAD	POTENTIAL PARTNERS AND SUPPORTIVE PLANS	CONSIDERATIONS FOR CONDITION OF APPROVAL / ADMINISTRATIVE ACTIONS	EXAMPLE	CONNECTIONS TO PROJECTS AND PROGRAMS AND POLICIES	ORDINANCE AND PLANS ACTIONS IMPLEMENT
1	Negotiate with developers of large sites, particularly those adjacent to or impacting projects and program of this Plan (such as adjacent to a Gateway or greenway site), for payment to the City's AiPP to realize the projects and programs in this Plan.	MT	City EDH		Staff responsible for the Public Art program and implementation of the Public Art Master Plan should be engaged in discussion prior to development of Conditions of Approval or development agreements for large projects to determine what program or projects developers would agree to pay a portion of in the COA or development agreements.		Possibly all projects and programs.	Goal 5
2	Utilize AiPP funds to leverage and provide matches grant opportunities from local, state, and national organizations.	MT	City EDH/ Plng		Review national, state, regional and local grant sources for funding to augment AiPP investments			Goal 2
3	Consider General Fund allocations for targeted uses complementing Art in Public Places programs such as: Banners, Emeryville Celebration of the Arts annual contribution, artists in the schools, and the City Icon commission.	LT	City EDH/ Plng	General Plan	Consider banners and the ECA contribution in the next budget cycle.		Program 1: Icon, Project 6 railroad crossings (to extent banners are considered on over crossings)	
4	Target grants to strategic placemaking endeavors or programmatic actions eligible for grants such as: • Artist in residence programs • Artists in Schools programming • Programming that supports cultural diversity in the arts • Programs for reaching under-served communities • Projects that integrate arts and culture into community revitalization work - such as land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies • Creation of art through collaborations between arts and non-arts partners • Projects that utilize the arts to support the creative needs of non-arts sectors • Projects that explore the intersection of artistic creativity and creativity in non-arts sectors. • Projects that use the arts and the creative process to address complex issues • Programming that celebrates heritage or history of a specific place.	MT	City EDH/ Plng	ECA, ECCL, Private schools	Consider additional partnerships, staffing and/or consulting services to research write, secure, manage and report on grant funding and implement grant funded activities Utilize AiPP funds to leverage and provide matches grant opportunities from local, state, and national organizations. Target grants to fulfill the goals of the AiPP Ordinance and augment AiPP funding		Possibly all projects and programs.	Goal 6, Goal 9