

SHELLMOUND DISTRICT PUBLIC ART PLAN

JULY 2016



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SHELLMOUND DISTRICT PUBLIC ART PLAN

The Shellmound District is at an exciting and pivotal time in its history. With a realigned Shellmound Street at the Public Market and several new multi-story, walkable mixed-use developments in the works, the Shellmound District will be transformed into an area of vibrant, commercial, mixed-use neighborhood center and a unique retail destination. New street sections will enhance the pedestrian experience by increasing the sidewalk area and introducing new and exceptional amenities unprecedented in the District. The project is also the first in the nation to receive “Platinum” status (the highest rating) under the U.S. Green Building Council’s “LEED for Neighborhood Development” (LEED-ND) pilot program. However, it will be the Public Art that will provide the Shellmound District with a distinctive identity and elevate it into a regional destination.

The objectives of the Shellmound District Public Art Plan is to establish an overall vision for future art projects, identify and prioritize locations in the District where art can have the greatest impact on the public realm, and to establish a framework for the Emeryville Art in Public Places to commission artists or partner with private developments in creating and installing works of art within the District.

The Shellmound District Public Art Plan complies with the Shellmound Streetscape Design Guidelines and provides a reference for the Public Art Master Plan following it. The District plan will illustrate through specific urban interventions the idea that art can transform and give a unique identity to the area by creating a positive visual, physical and economic impact. Precedent images of proposed themes and concepts are intended to provide guidelines for artists to create art pieces that reflect the District’s desire to create strong sense of identity with its public art.

- The Shellmound District Public Art Plan develops the following typologies and locations with the intent to maximize the impact of art to enhance the public realm and reach a varied and diverse audience:
- 1. Primary Publically Accessible Spaces
  - 2. Secondary Publically Accessible Spaces
  - 3. Temporary Installations and Interim Treatments
  - 4. Streetscape and Urban Furniture .

These sites and typologies are explored in the following pages.



The Shellmound District Public Art Plan identified nine different sites along Shellmound Street that provided the best opportunities for the placement of public art. These locations are indicated on the map shown to the right and are further explored in the following pages



PLAN DIAGRAM

\* PRIVATELY OWNED, PUBLICALLY ACCESSIBLE SPACES



PRIMARY PUBLICALLY ACCESSIBLE SPACES

- 1. CHRISTIE PARK EXPANSION
- 2. STAIRWELL PLAZA \*
- 3. POWELL ST. UNDERPASS



SECONDARY PUBLICALLY ACCESSIBLE SPACES

- 4. 62ND STREET PLAZA \*
- 5. SHELLMOUND KNOLL \*
- 6. AMTRAK PEDESTRIAN BRIDGE
- 7. PARKING LOT/SIDEWALK FRONTAGE \*



TEMPORARY ART

- 8. TEMPORARY ART INSTALLATIONS AT VACANT LOTS AND CONSTRUCTION SITES. \*



STREETSCAPE AND URBAN FURNITURE

- 9. SHELLMOUND STREET  
63rd STREET  
STAIRWELL PLAZA  
POWELL ST. UNDERPASS

Three sites have been identified as primary public spaces that provide the best opportunities for the placement of public art. The primary distinction of these sites is that they link different sections of the District that are otherwise disjointed and encourage pedestrian movement along the space. These sites represent the areas that can deliver the greatest impact from public art installations.

The artwork in these interconnected public spaces will integrate functional elements, landscape and streetscape design and will perform simultaneously as architecture and public art, landmarks and places of public encounter.

# PRIMARY PUBLICALLY ACCESSIBLE SPACES



PLAN DIAGRAM

## PRIMARY PUBLICALLY ACCESSIBLE PLACES

- 1 CHRISTIE PARK EXPANSION: represents the largest public space in the District
- 2 STAIRWELL PLAZA : links Public Market to neighborhoods across railway \*
- 3 POWELL STREET UNDERPASS: gateway that links Public Market and Bay Street



The newly expanded Christie Park is located at the northwest part of the District and will serve as the District’s primary open space. Several new public art installations for active play and relaxation are proposed at the expanded park design by Heart Howerton Partners including interactive sculptures, artist designed play-scapes, and other sculptures that inspires the child within all of us.

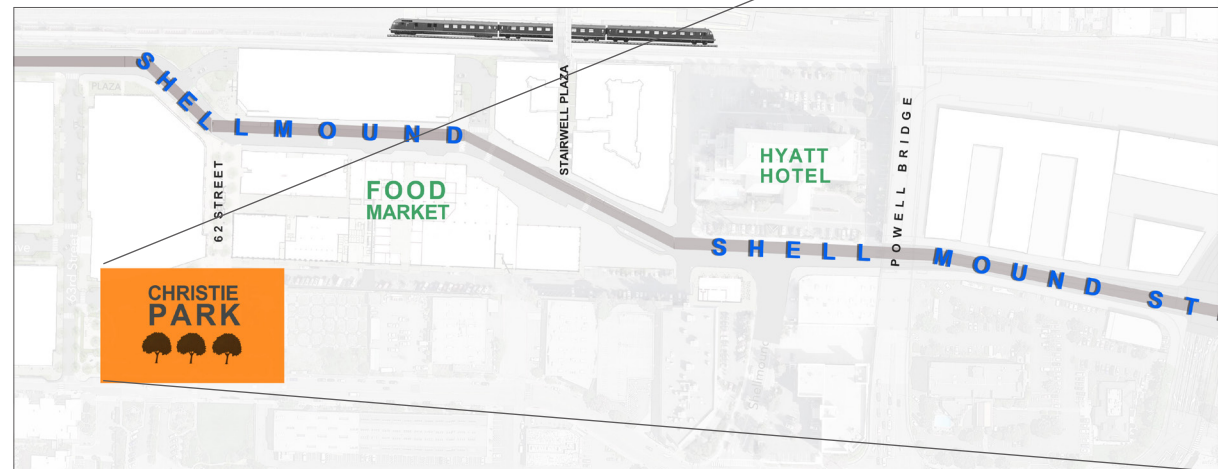
Other opportunities to incorporate public art include the Trellis Entry feature at the park entrance from Christie Ave. A creative landscape entrance feature integrating the trellis design will provide a distinctive identity to Christie Park and offer a welcoming gesture to users arriving from Christie Avenue.

Additionally, the expanded park plan calls for several urban furniture pieces that may be ideal for artist designed functional objects. The children’s playground is surrounded by several benches and picnic tables, and these present a great opportunity for an artist to create playful and whimsical functional objects.

## PRIMARY PUBLICALLY ACCESSIBLE SPACE / CHRISTIE PARK



Plan at expanded Christie Park  
© Heart Howerton Partners



View at expanded Christie Park  
© Heart Howerton Partners



Artist designed playscapes  
(© Monstrum, *Blue Whale*)



Playful sculptures  
(© Cracking Art Groups, *Pink Snail*)



Art integrated into architectural element  
(© West 8, *Miami Beach*)



Serene sculptures  
(© Bruce Johnson)



The Stairwell Plaza is located on the east side of Shellmound Street across from the existing Public Market. An elevated pedestrian path with two grand stairwells on both sides of the railway provides the primary east-west connection between the Shellmound Market District and the neighborhoods across the railway. The Grand Stair lands on a 45-foot wide public plaza with room for café seating on Shellmound Street. These locations offer a great opportunity to integrate public art into private developments.

The grand stairs at both ends of the elevated pedestrian path are the most iconic architectural feature of the district and are ideal for a major place to erect public art installations. Installations on the stairs that are visible from the plazas below will create curiosity, joy and invite further pedestrian exploration. This location lends itself perfectly for artist designed mosaic tiles on stair risers.

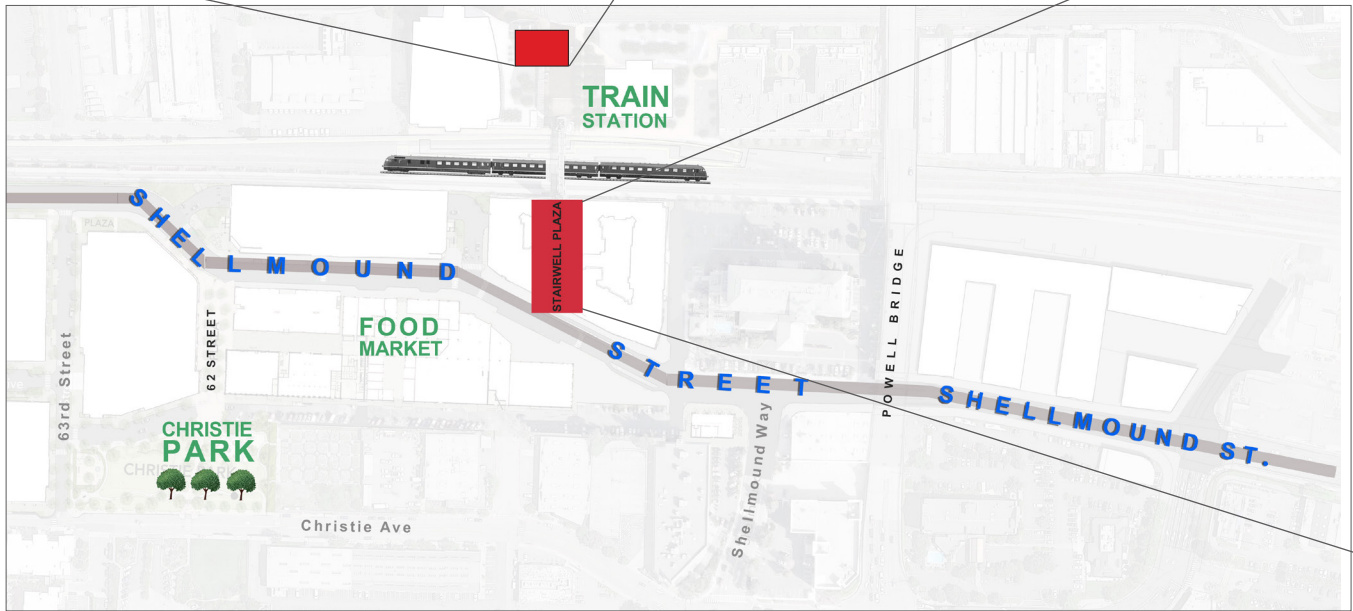
Additionally, artist designed wayfinding signage at the base of the grand stairs is fitting to navigate the plaza space. The plaza is centrally located within the Public Market area, adjacent to a transit stop from which visitors can disperse in all directions. This is a perfect opportunity to merge functional wayfinding information with innovation and creativity to bring interest and wonder to the plaza space. The wayfinding system may be implemented elsewhere in the District to create a stronger identity for the District.

PRIMARY PUBLICALLY ACCESSIBLE SPACE / STAIRWELL PLAZA

\* PRIVATELY OWNED, PUBLICALLY ACCESSIBLE SPACE



Grand Stairs at Horton St.  
© Ellerbe Becket



Grand Stairs at Shellmound Street  
© TCA Architects



Mosaic tiles on stair risers  
(© Aileen Barr and Colette Crutcher, San Fransisco)



Landscape installation on stairs  
(© Balmori Associates, Bilbao, Spain)



Stair Squares Installation  
(© Mark Reigelman, Brooklyn, New York)



Artist designed wayfinding sign  
(© Deborah Sussman, Grant Park, Chicago)



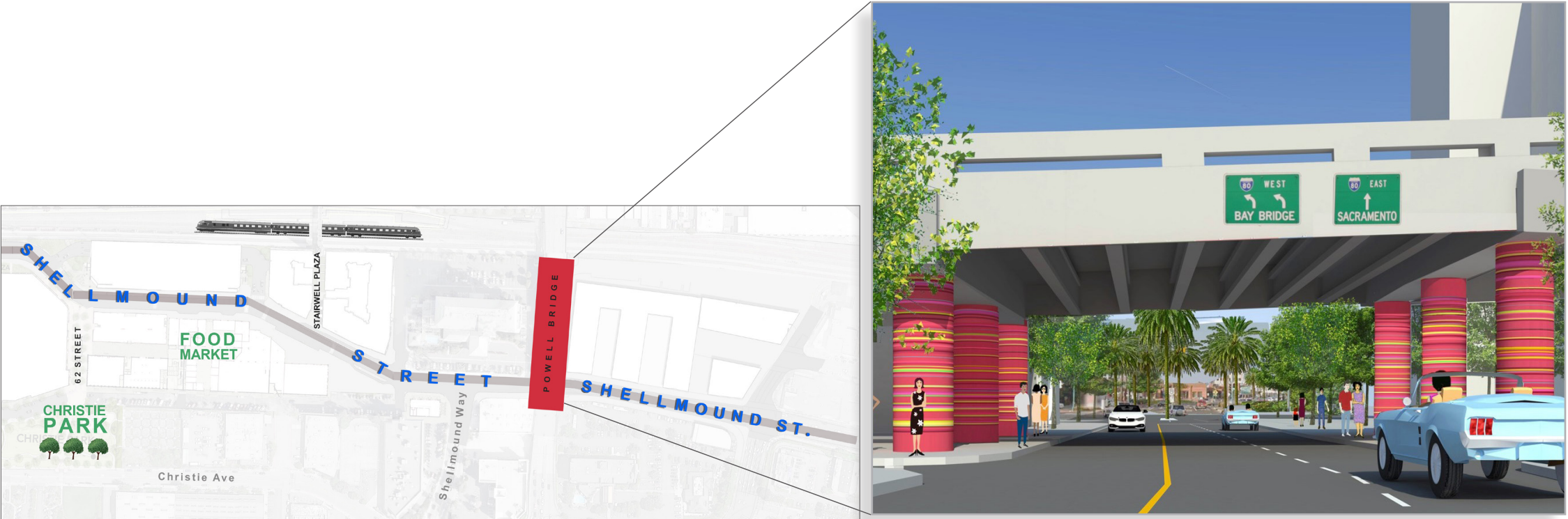
# PRIMARY PUBLICALLY ACCESSIBLE SPACE / POWELL STREET

## Gateway Project: Powell Street Bridge

Currently the Powell Street Bridge forms a visual and physical barrier that separates the Public Market and Bay Street. However, the bridge and the large untapped space under the bridge presents a huge opportunity to transform the bridge into a gateway for the District and an attraction that further enriches and sponsors connectivity between the Public Market and Bay Street.

The Bridge Gateway project is to be developed in three phases. The city of Emeryville and AiPP has awarded the first phase of the bridge transformation to R & R Studio's proposed mosaic and light installation on the columns of the Powell Street Bridge, which welcomes pedestrians across the underside of the bridge, promoting continuity along Shellmound Street and a visual and psychological connection between the Public Market and Bay Street. The artwork simultaneously celebrates the multicultural character and bright technological future of the City of Emeryville.

Phase two and three will be to continue the development of the underside of the bridge space into a functional and creative attraction for the District. The following pages illustrate the three phases of the bridge gateway project.



View of art installation at Powell Street Bridge  
© R & R Studios



Phase1  
Gateway Project



Phase 2  
Temporary uses of space



Phase 3  
Kit-of-parts and programming



Phase 1: Shellmound District Gateway  
By Roberto Behar & Rosario Marquardt /  
R & R Studios

The Shellmound District Gateway provides a new identity to the Powell Street Bridge transforming the utilitarian structure into a memorable event. The iconic art project creates an image forever to be associated with the City of Emeryville.

The polychromatic art project introduces an exception in the urban landscape adding a note of color and joy to the bridge passage. The Shellmound District Gateway transforms the bridge from visual barrier into an amicable space full of light, color and movement. The structural columns of the bridge are covered in multicolor glass mosaic tiles, adding movement and a kinetic effect to accompany and celebrate the bridge underside passage. The future Master Plan and public right away improvements will further enrich and sponsor connectivity between the Public Market and Bay Street.

## PHASE 1: SHELLMOUND DISTRICT GATEWAY



View of art installation at Powell Street Bridge  
© R & R Studios



Phase 2:

There are more than 20,000 square feet of unutilized area under the bridge that can be transformed to create a wide variety of amenities and functions for the District’s inhabitants.

Phase two will convert the currently inhospitable space into a functional space with minimal physical interventions. Installing additional lighting, painting the bridge columns, and installing temporary screens (or landscaped edges) on the north and south edges of the bridge will go a long way to making an attractive and clearly defined space.

Creating temporary uses at the underpass will be the focus of phase two. This location is an ideal place to have basketball courts and a skateboard park. Such uses can be introduced to the space with minimal and temporary interventions, and will instantly transform the space to an attractive and safe environment for young people to congregate.

PHASE 2: CREATING AN OPEN SOCIAL SPACE



Powell Street Underpass Phase 2 Concept  
© R & R Studios



Sport courts can be created with minimal physical interventions and are an excellent way to promote everyday use of the area under the bridge.  
(Underpass Park, Toronto)



Phase 3:

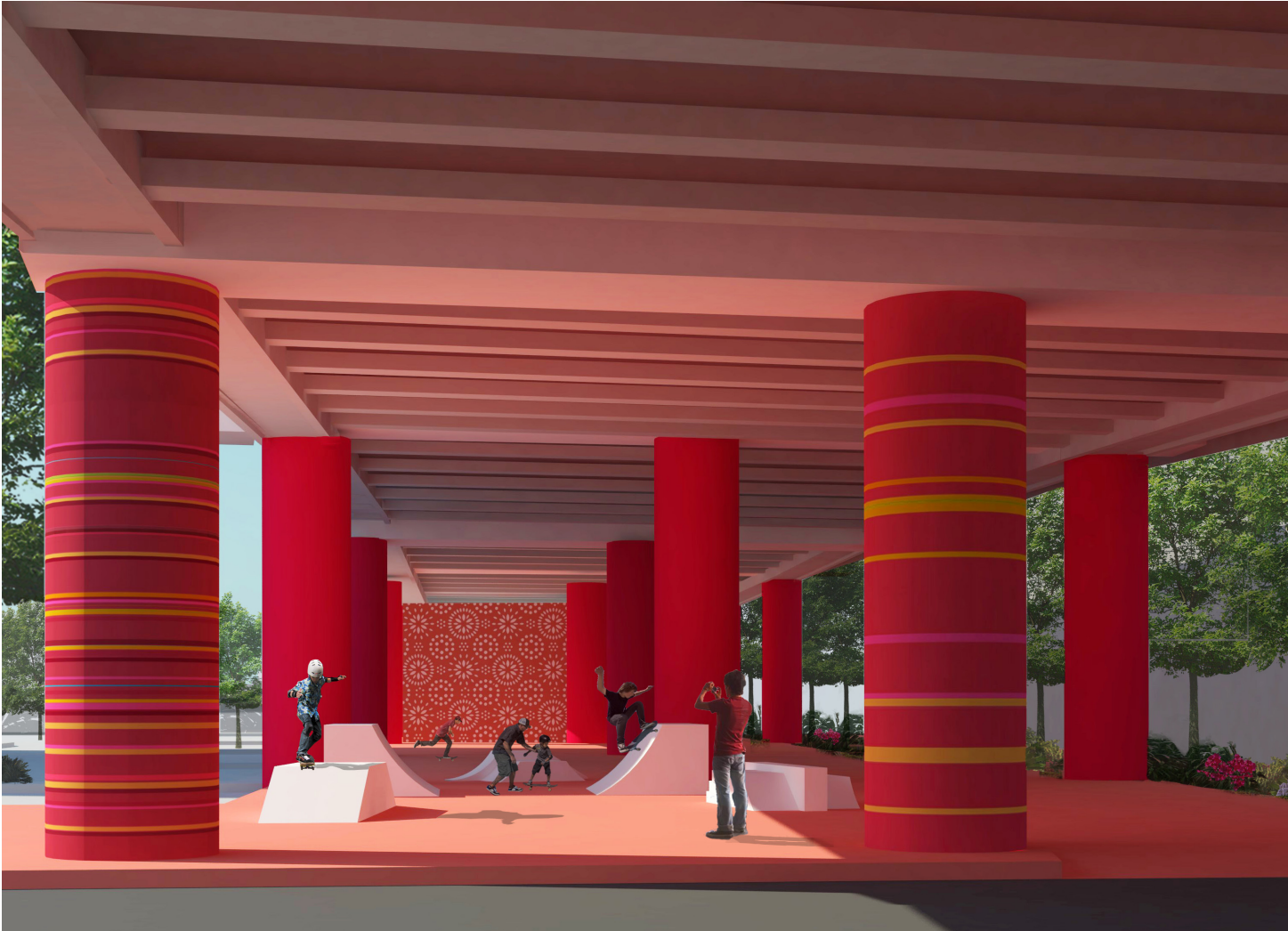
Phase three will commence with the development of the adjacent Site B, and will involve the active programming of the space for a wide variety of public functions. Community Services or other neighborhood organizations may take a lead role in the programming of the space, providing them with an excellent opportunity to expand their reach.

A storage room would be added containing portable infrastructures, a “kit-of-parts” of sorts, that will support different functions that can be developed and accessed as needed.

Examples of temporary and portable functions include farmers market, children’s skateboard park, portable sport courts, a stage to conduct concerts and performances, etc.

The regular and active programming of the space will radically transform the currently inhospitable underpass into one of the most unique and vibrant public spaces in the District and will serve as a model for other cities to emulate.

PHASE 3: KIT-OF-PARTS AND PROGRAMMING



Powell Street Underpass Concept  
© R & R Studios

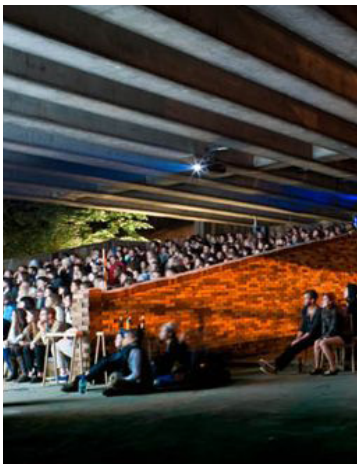
Examples of temporary functions that can enliven the space under the bridge.



Art fair, antique shows,  
open air markets



Sport courts, yoga, fitness activities,  
childrens play structures

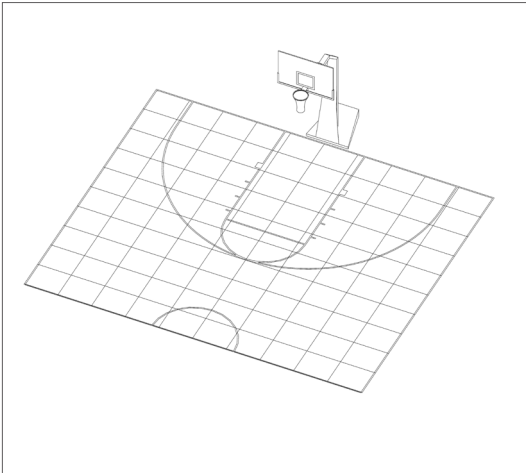


Concerts, performances,  
celebrations, community events

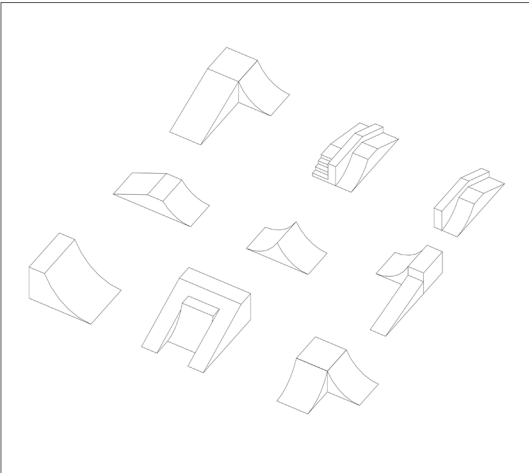


Food and board games, neighborhood parties

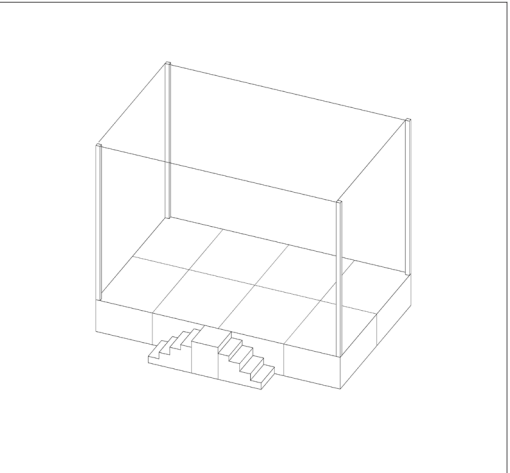
Examples of kit-of-parts objects that may be disassembled and kept in the storage space at the underpass:



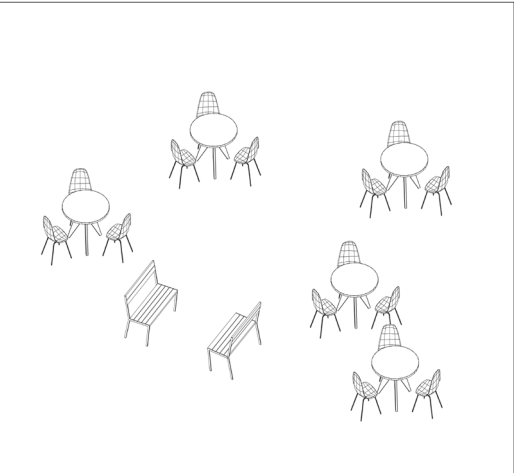
Sport courts



Skate board ramps



Stage



chairs, tables, & benches



# SECONDARY PUBLICALLY ACCESSIBLE SPACES



PLAN DIAGRAM

## SECONDARY PUBLICALLY ACCESSIBLE SPACES

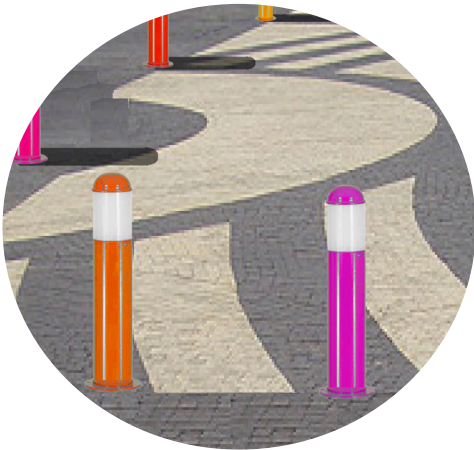
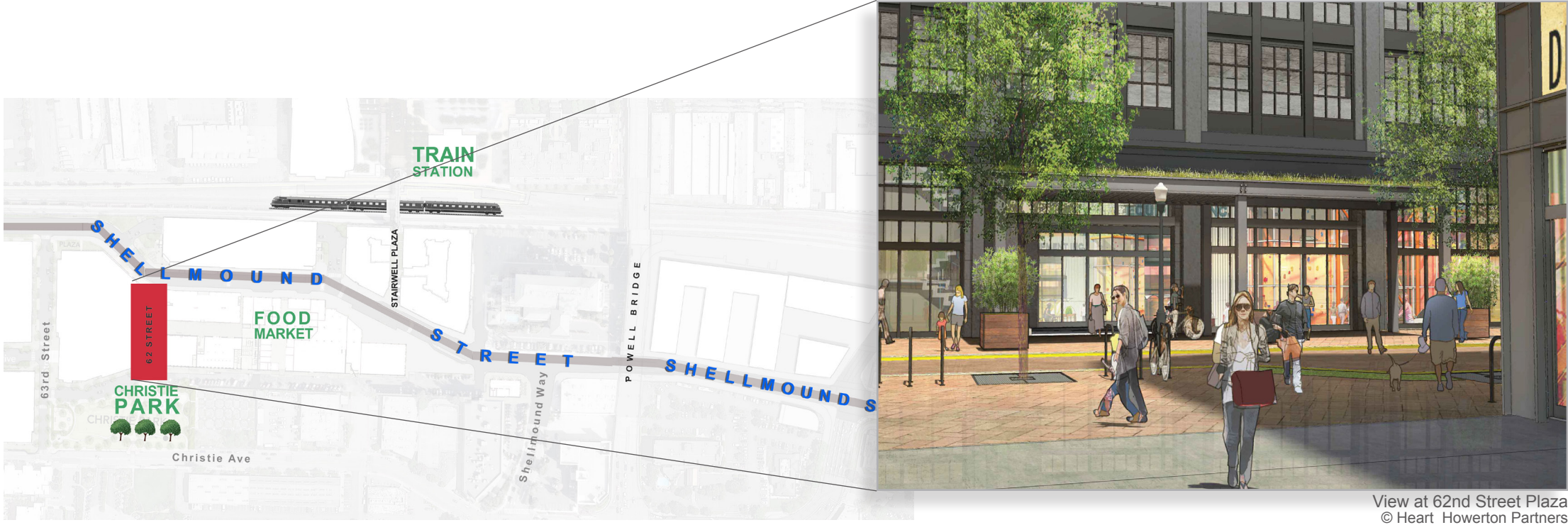
- 4. 62ND STREET PLAZA \*
- 5. SHELLMOUND KNOLL \*
- 6. AMTRAK PEDESTRIAN BRIDGE
- 7. PARKING LOT/SIDEWALK FRONTAGE \*



# SECONDARY PUBLICALLY ACCESSIBLE SPACE / 62ND STREET PLAZA

\* PRIVATELY OWNED, PUBLICALLY ACCESSIBLE SPACE

The 62nd Street Plaza is located at the north end of the District. This plaza/pedestrian street will serve as the primary pedestrian connection from Shellmound Street to the newly expanded Christie Park. In that regard, public art installations integrated to the street infrastructures will enliven the public realm and encourage people to walk through the space and are ideal for this location. Functional objects like street bollards, bicycle racks, and planters provide an excellent opportunity to integrate creative expression to street infrastructure. Additionally, an artist designed sidewalk pavement would further distinguish this pedestrian street. These elements may be implemented elsewhere in the District to provide a stronger visual identity to the District.



Artist designed bollards



Artist designed bicycle racks



Pedestrian walk paving  
(Lisbon, Portugal)



Artist designed wayfinding sign  
(Salem, Oregon )



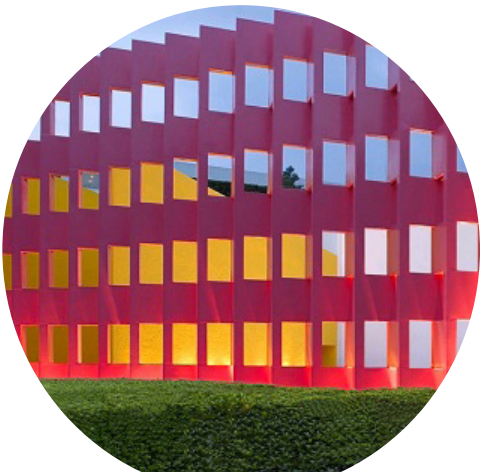
SECONDARY PUBLICALLY ACCESSIBLE SPACE / SHELLMOUND KNOLL

\* PRIVATELY OWNED, PUBLICALLY ACCESSIBLE SPACE

The Shellmound Knoll is the triangular shaped open area located at the south end of the existing Public Market. It will be the largest open area on Shellmound Street once the District is fully developed, and the existence of large shade trees makes it a great place for the market goers to use the space for relaxation and casual encounters. A screen element or a landscaped edge on the west side of the plaza would shield the adjacent-ly parked cars and will make the space more attractive and inviting. Additionally, interactive installations that will allow the users to sit, relax, or mingle will help to make the space habitable and an attraction in the District.



Shellmound Knoll existing condition



Installations ranging from portable library to places to play can become attractions of neighborhood life.

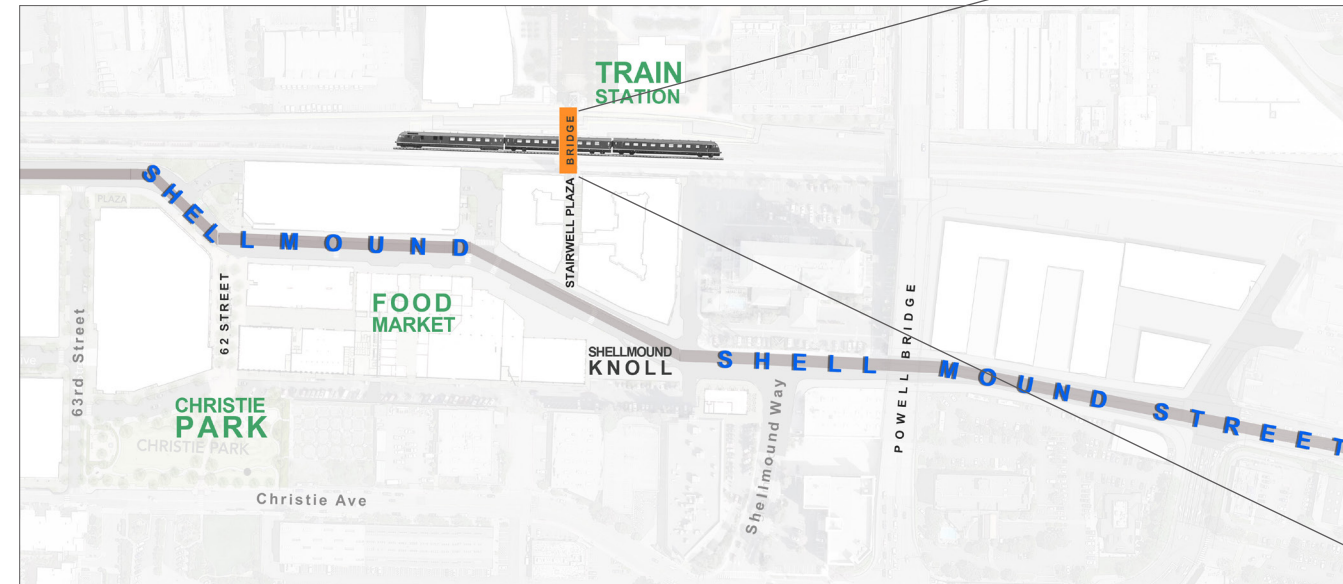
A screen or landscape buffer is required on the west side of the Knoll to shield the space from adjacent parking



## SECONDARY PUBLICALLY ACCESSIBLE SPACE / PEDESTRIAN BRIDGE

The Pedestrian Bridge crossing the railway tracks forms an important east-west link, connecting the Shellmound Market District and the neighborhoods across the railway. A public art installation at the pedestrian bridge will complete the pedestrian experience of the elevated pedestrian walkway and the grand stairs by providing a point of interest once the users reach the elevated pathway. In addition, it will transform the unremarkable utilitarian structure into an iconic and memorable event and will perform as a way-finder for the train station and as an enduring memory of the Market District before departure and travel.

The Pedestrian Bridge also performs as viewing platform for families from the inner east bay to watch the trains; public art on the bridge should allow unimpeded views of the trains from the bridge and help celebrate it as a memorable and joyous event.



Pedestrian Bridge existing condition



(© Vicky Scuri, Cherry Blossom)



(© Shannon Paul)



(© R & R Studios, All Together Now)





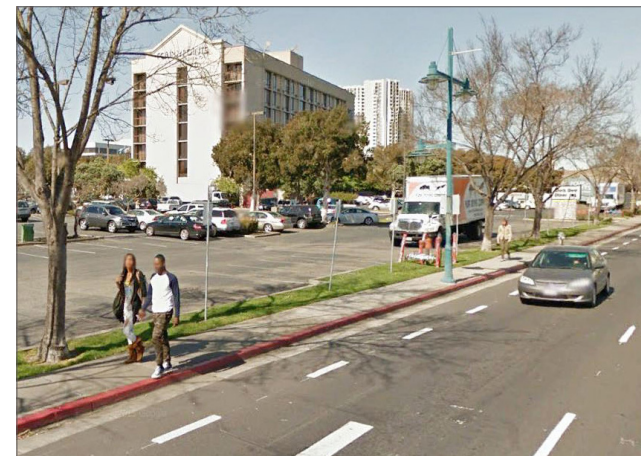
The sidewalk frontages at the Hyatt Hotel and the Sheraton Four Points are less than ideal. The buildings are set back and parking lots face the sidewalk with a minimal and scrawny landscaped buffer area, producing an undesirable pedestrian experience. Moreover, once the District is fully realized, the large frontage gaps at these two lots will prevent the rehabilitation of the overall pedestrian improvement at the District from its full potential.

The proposed solution at these locations is to create a lush landscaped buffer edge at the sidewalk. An attractive landscape edge will help to define the street edge where a building or structure is lacking and reinforce the pedestrian realm of the public sidewalk. Landscaping should generally allow views in and out of the parking area to provide visual safety and to allow motorists and pedestrians a view of the buildings and businesses beyond. At locations where there is enough space, benches and other amenities for the pedestrian experience will be a welcomed contribution.

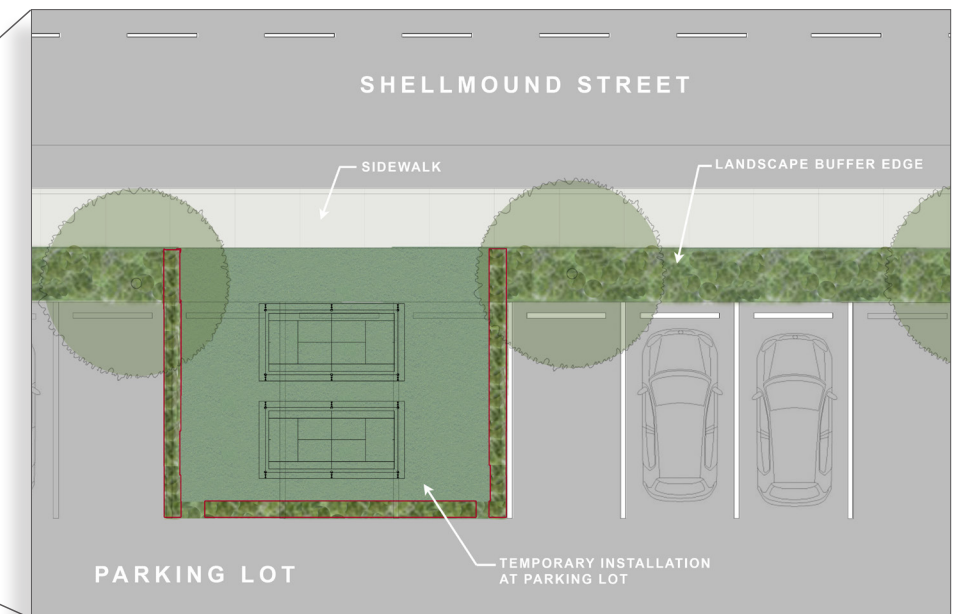
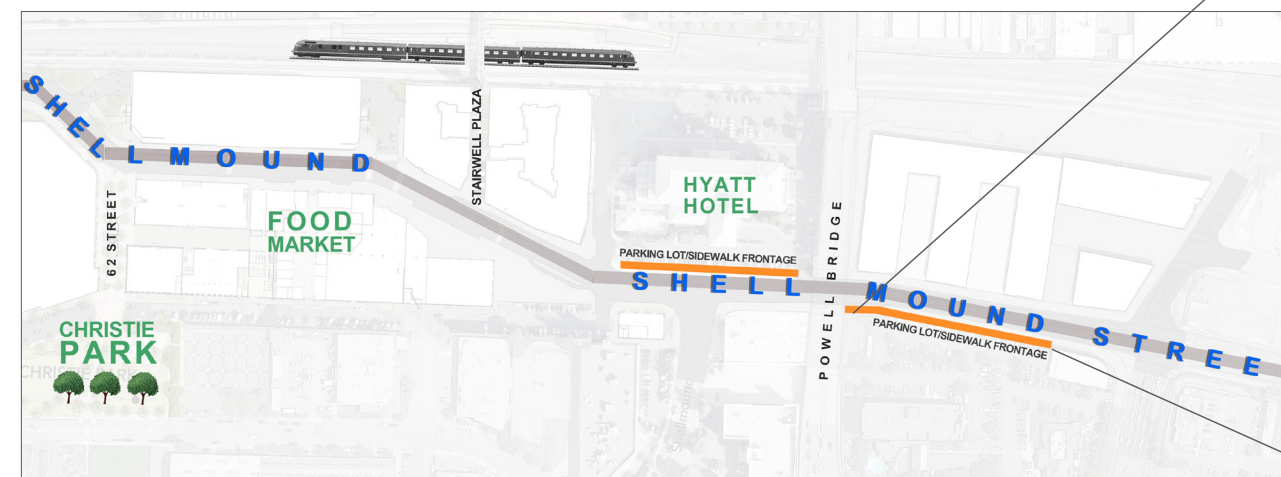
Additionally, working with the property owners, small scale temporary installations occupying few parking spaces at the sidewalk would be a great addition to create an amenity and interest for pedestrians. Programs may include a mobile library, a place to play ping-pong, or simply a place to rest.

## SECONDARY PUBLICALLY ACCESSIBLE SPACE /PARKING LOT FRONTAGE

\* PRIVATELY OWNED, PUBLICALLY ACCESSIBLE SPACE



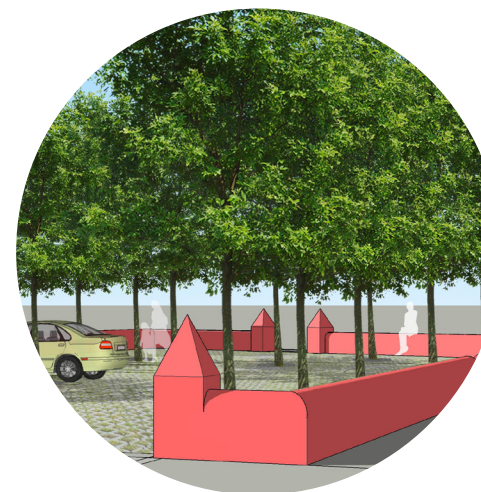
Existing condition



Concept Plan  
© R & R Studios



A lush landscape edge will transform the current barren sidewalks to an urban oasis for pedestrians.



Landscape combined with low wall  
(© R & R Studios, Opa Locka)



Example of temporary interactive installation on parking spaces.



Example of temporary interactive installation on parking spaces.



There are several sites that will remain as empty lots during the first phases of the Market District’s development. The most important of these are Site A and Site B. The sidewalks along these lots form the only pedestrian connection from Bay Street to the Public Market. The narrow sidewalks lined only with unsightly chain-link fence create an unpleasant and bleak environment for users.

Because of the specific site and legal challenges presented at Site A & B, the District Plan recommends applying art treatment to the existing chain-link fence without encroaching the property boundaries. Artistic installations on the fence may include color ribbons, lighting, or graphic cutouts attached to the fence structure, and it will help to radically transform the unattractive fence into a beautiful and inviting edge for pedestrians.

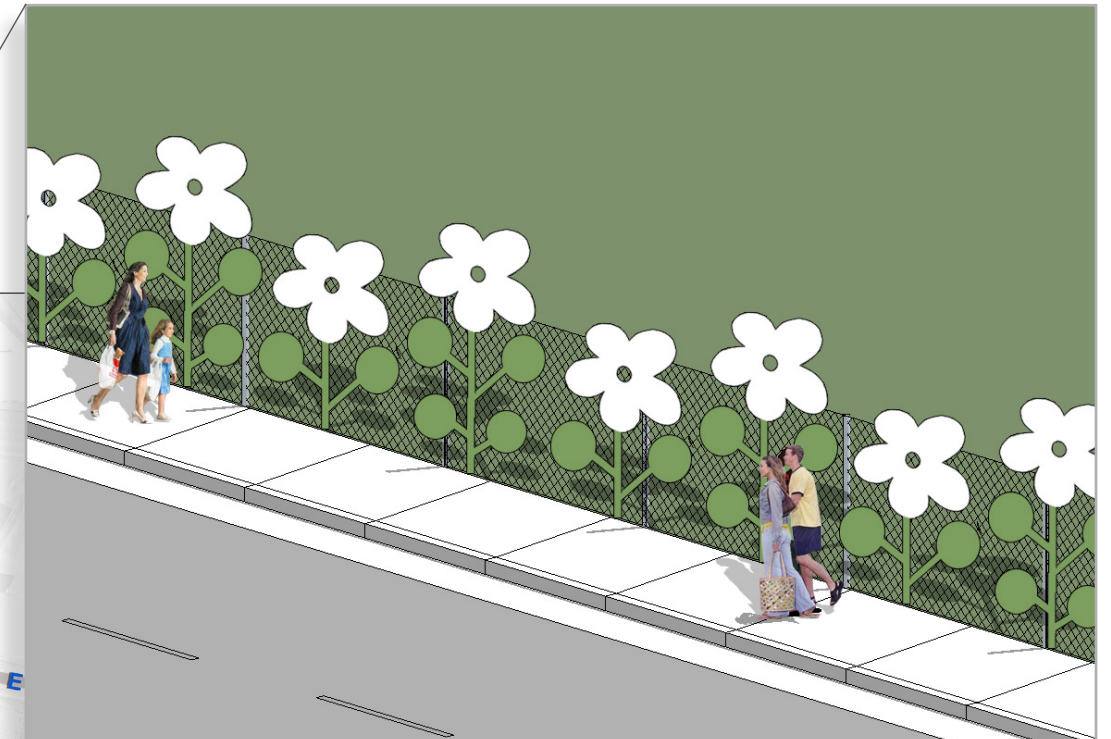
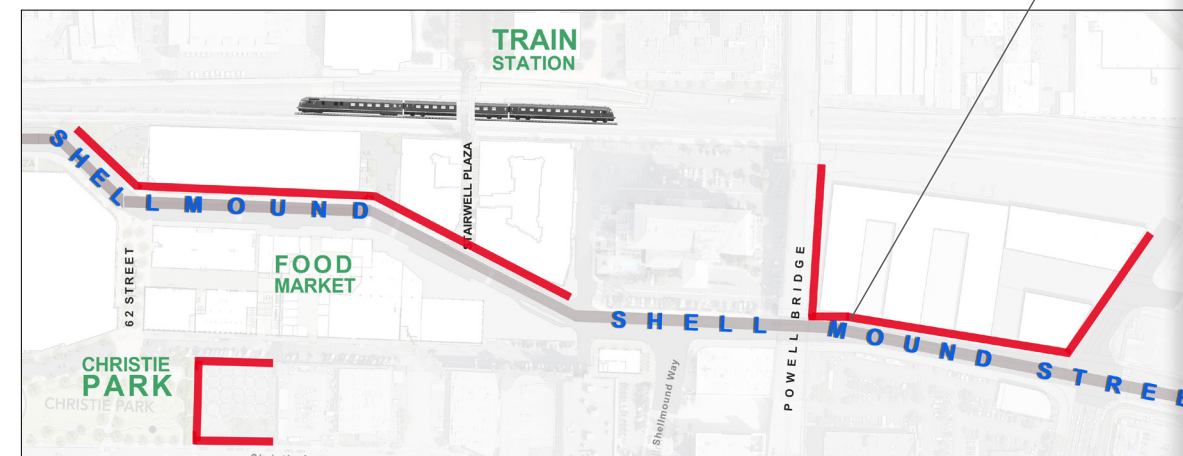
On other vacant lots and constructions sites at the District, the Plan recommends introducing a ten-foot setback area with temporary landscape elements which will allow the public realm to expand and present a softer edge for pedestrians, and beyond the setback, a fence with art treatments described above for Site A & B or temporary fences with super-graphic images will clearly define a public realm. It is recommended that the fence art treatments have some degree of transparency or provide view holes to satisfy both public interest and security.

## TEMPORARY INSTALLATIONS / CONSTRUCTION SITES & EMPTY LOTS

\* PRIVATELY OWNED, PUBLICALLY ACCESSIBLE SPACE



Existing condition



Concept image  
© R & R Studios



Super-graphic fence defines the public realm & protects pedestrians.



Small scale installations and landscape elements creates a softer edge for pedestrians



Color ribbon nstallation on chain link fences

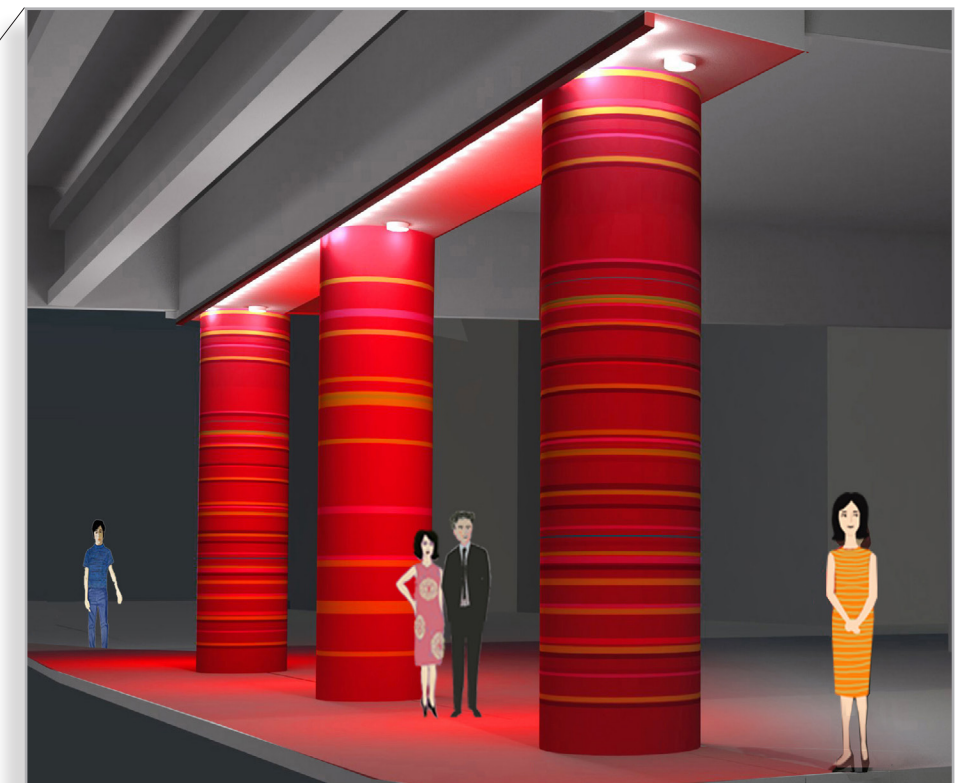
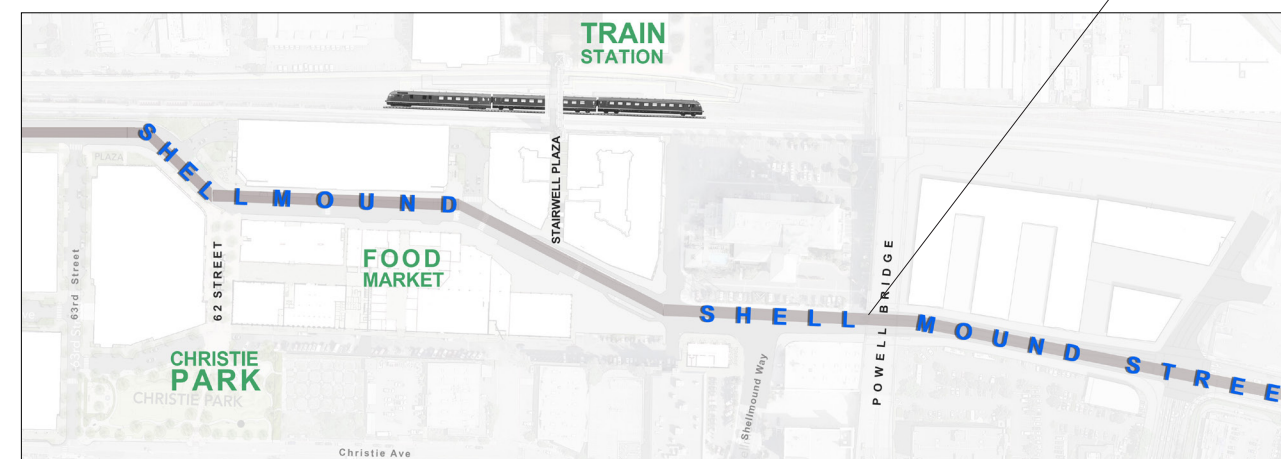


"Lace fence" artistic treatment of chin link fence



Lighting installations present a great opportunity to incorporate public art in the District and to enhance the continuity of the District from the Public Market to Bay Street. Lighting installations can range from subtle lighting that contributes to creating a pedestrian friendly environment to lighting installations that perform as placemakers. The underpass lighting proposed by R & R Studios as part of the mural installation will serve as the District Gateway. Additionally, temporary lighting installations can bring renewed interest and activity to the district. Light projections at the underpass walls and installations at the Shellmound Knoll are ideal places for temporary installations. Lighting can be incorporated into functional objects such as bollards, railings, and benches, and they are a great way to seamlessly introduce lighting to the District to create a safe and inviting pedestrian environment.

# LIGHTING INSTALLATIONS



Proposed Gateway Project by  
R & R Studios



Light projections



Lighed bollards



Temporary light installations

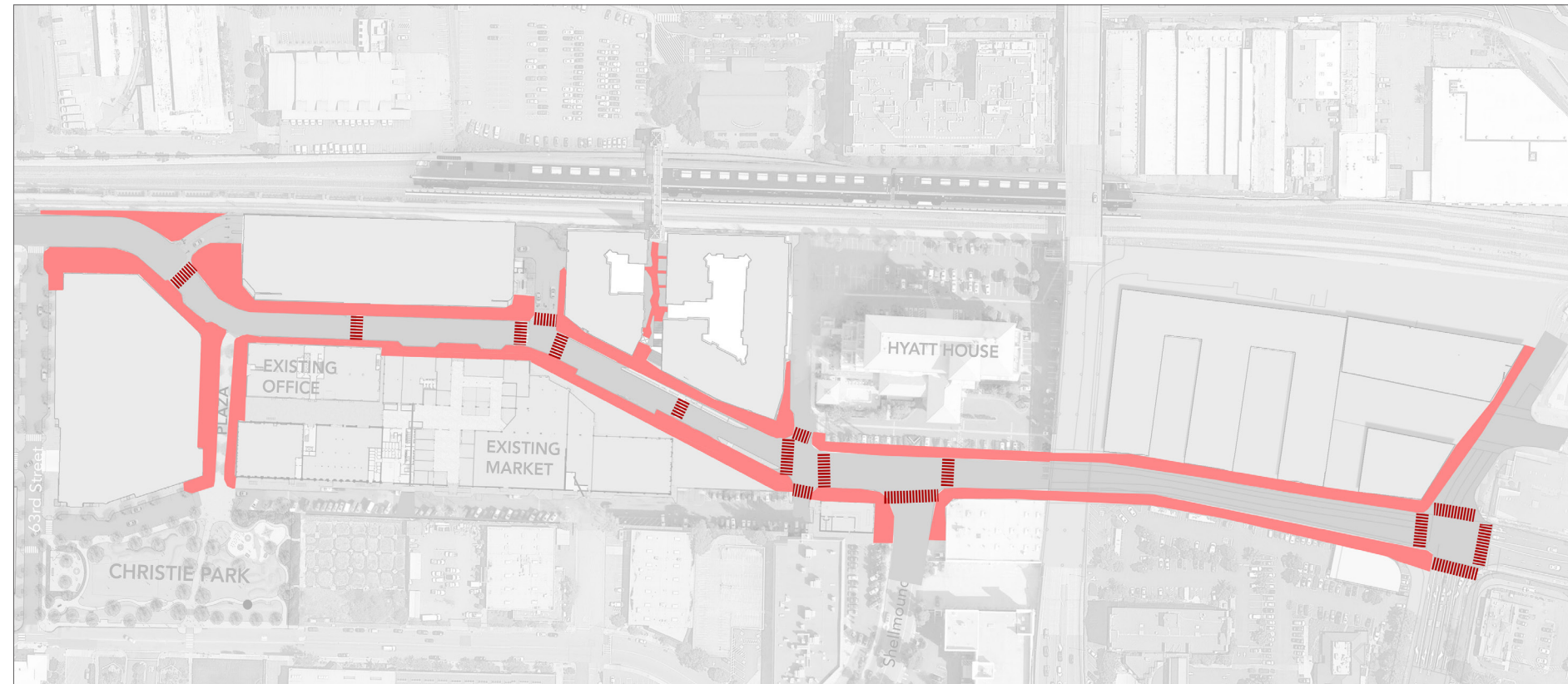


New street sections, stairwells and landscape will change the character of the Shellmound District. Public art is proposed to be integrated with right-of-way improvement projects and urban furniture along the District corridor. This will include sidewalk paving, painted crosswalks, planters, benches, bus shelters, bicycle racks, trash and recycle receptacles, wayfinding signs, and other functional objects, creating an inviting place for pedestrians and neighborhood life.

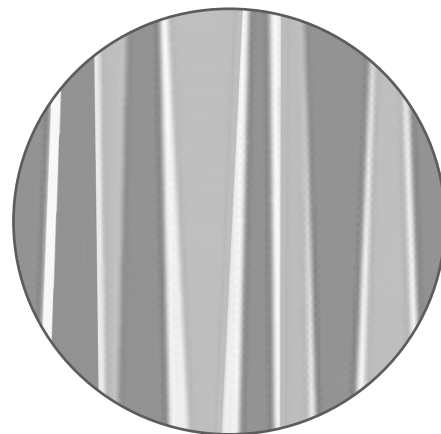
An artist designed sidewalk paving, if implemented Districtwide, is one of the elements that can have a great impact on the identity of the whole District. A sidewalk with a distinctive color or material, like the pink sidewalks of Miami Beach, or more elaborate designs like the ones at Copacabana Beach, or the streets of Lisbon, can help to unify the whole District and create a lasting memory of the place.

Additionally, temporary paintings at the street crosswalks and intersections will provide another highly visible canvas for artistic expression. The temporary paintings can be executed with the help of the community or as part of a school program, and it is an excellent way to engage the community to transform the public realm.

# SHELLMOUND STREETScape



- Shellmound Street
- 62nd Street Plaza
- Elevated Pedestrian Path
- Powell Street Underpass



Pedestrian walk paving



Pedestrian walk paving



Colorful crosswalk designs  
San Jose, CA

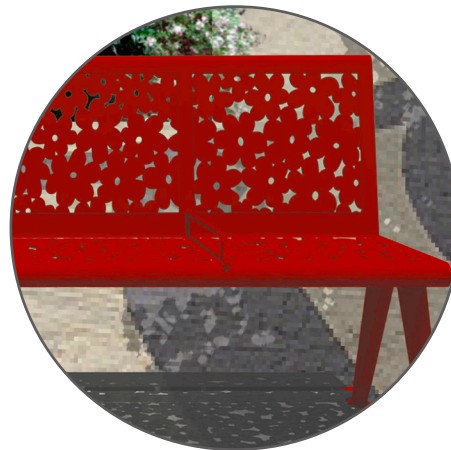
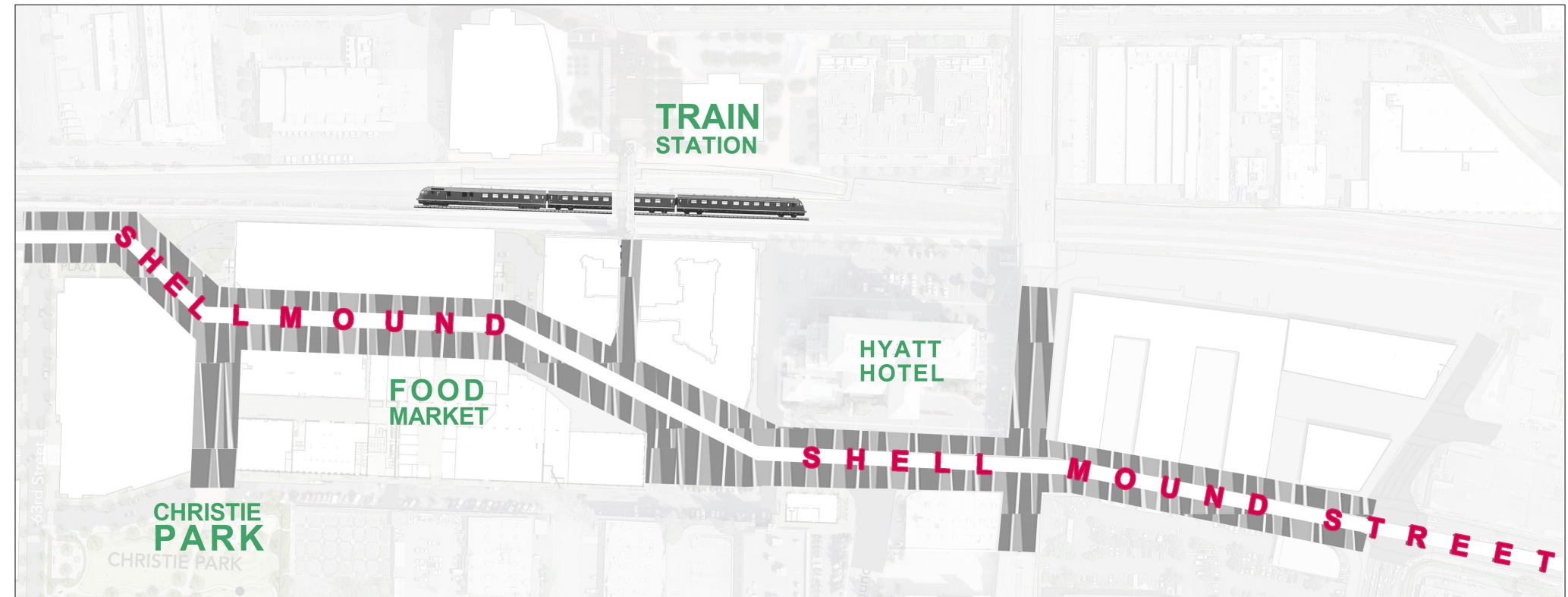


Colorful crosswalk designs  
Philadelphia, PA



Artist designed functional art is an excellent way to seamlessly incorporate art into the public realm. Urban furniture such as benches, bicycle racks, and bollards can bring a unique identity to the District rather than being generic objects found everywhere. A haphazard and sporadic implementation of the above elements will not achieve the goal of creating a unique character for the District. However, a few elements repeated consistently and throughout the entire area will help produce a unique identity that will unmistakably be associated with the Shellmound District. These elements will form a complete wayfinding system for the District and will provide the appropriate context to travel the District's system of public spaces - elevating the assemblage to a regional destination.

## URBAN FURNITURE



Distinctive street benches  
Flower Benches, R & R Studios



Creative bollards



Playful bicycle racks



Way Finding





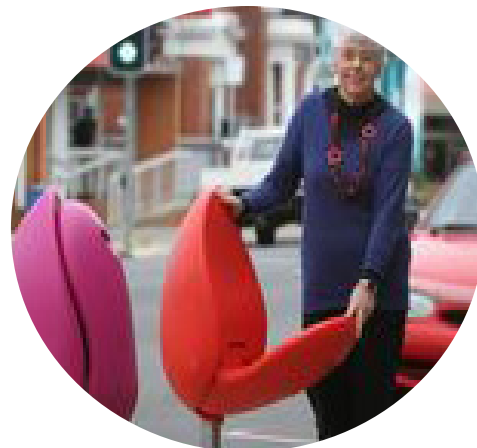
Playful bicycle racks



Temporary installation

Temporary installation

Creative bollards



Temporary installation

Distinctive street benches





Wayfinding



Lighting installations



Temporary installations





Trash receptacles



Fences



Pedestrian Bridge



# EXISTING PUBLIC ART IN THE DISTRICT

## EXISTING PUBLIC ART IN THE DISTRICT

- 1. Seyed Alavi: *Sign Of The Times*
- 2. Exploratorium:
  - A. *Bay Windows*
  - B. *Wayfinding*
  - C. *Mirrored Bench*
- 3. Lisa Demetrios: *Sol and Luna*
- 4. Sheila Ghidini: *Ohlone Memorial*
- 5. Delaine Hackney: *Hummingbird With Torch*
- 6. Delaine Hackney: *Shopper Girl*
- 7. Sharon Spencer: *Night Flight*
- 8. Melvin Schuler: *Slab Form*
- 9. The Crucible: *Luna*
- 10.The Crucible: *Tide*
- 11. Bus Shelter on Shellmound Street
- 12. David Kerchmann: *Transcendental Zephyr*



1. Seyed Alavi : *Sign Of The Times*



2A. Exploratorium: *Bay Windows*





2C. Exploratorium: *Mirrored Bench*



3. Lisa Demetrios: *Sol and Luna*



4. Sheila Ghidini: *Ohlone Memorialial*



5. Delaine Hackney: *Hummingbird With Torch*



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7. Sharon Spencer: *NightFlight*



8. Melvin Schuler: *Slab Form*



9. The Crucible: *Luna*

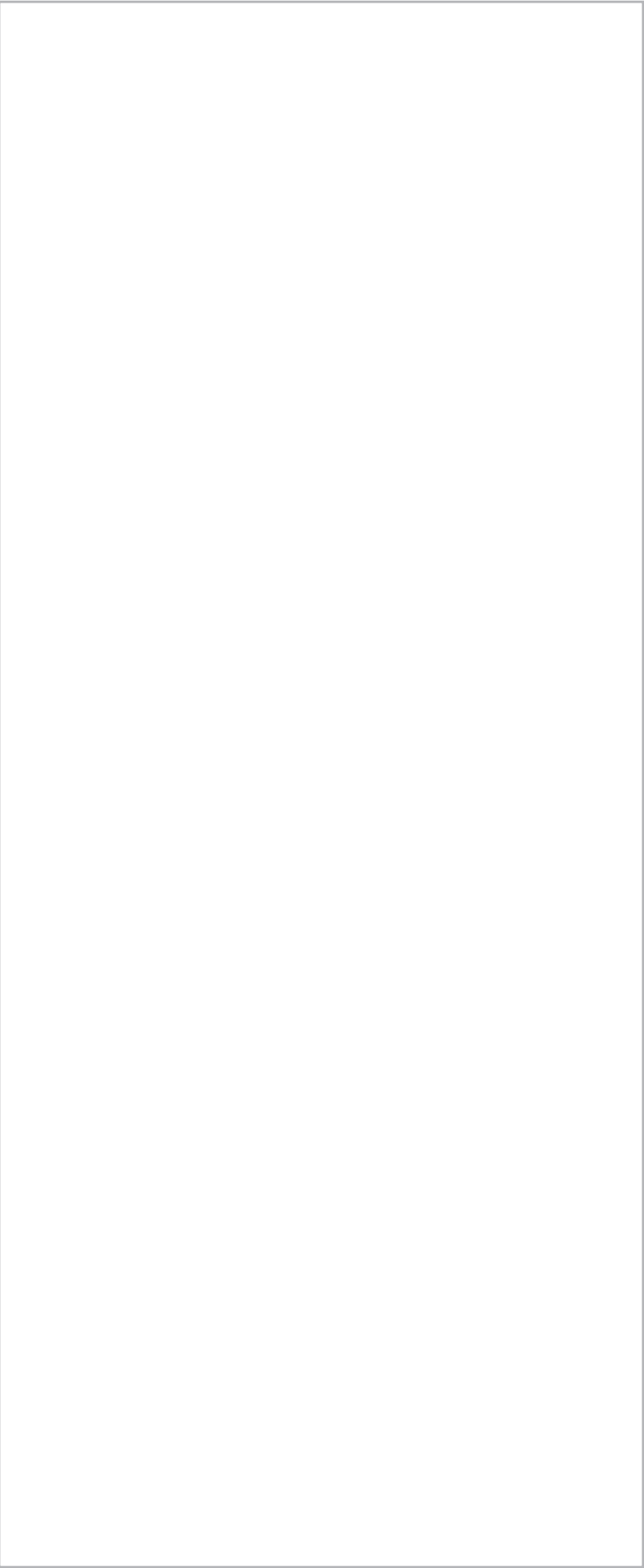


10. The Crucible: *Tide*



11 Temporary Installation on Bus Shelter at Shellmound Street





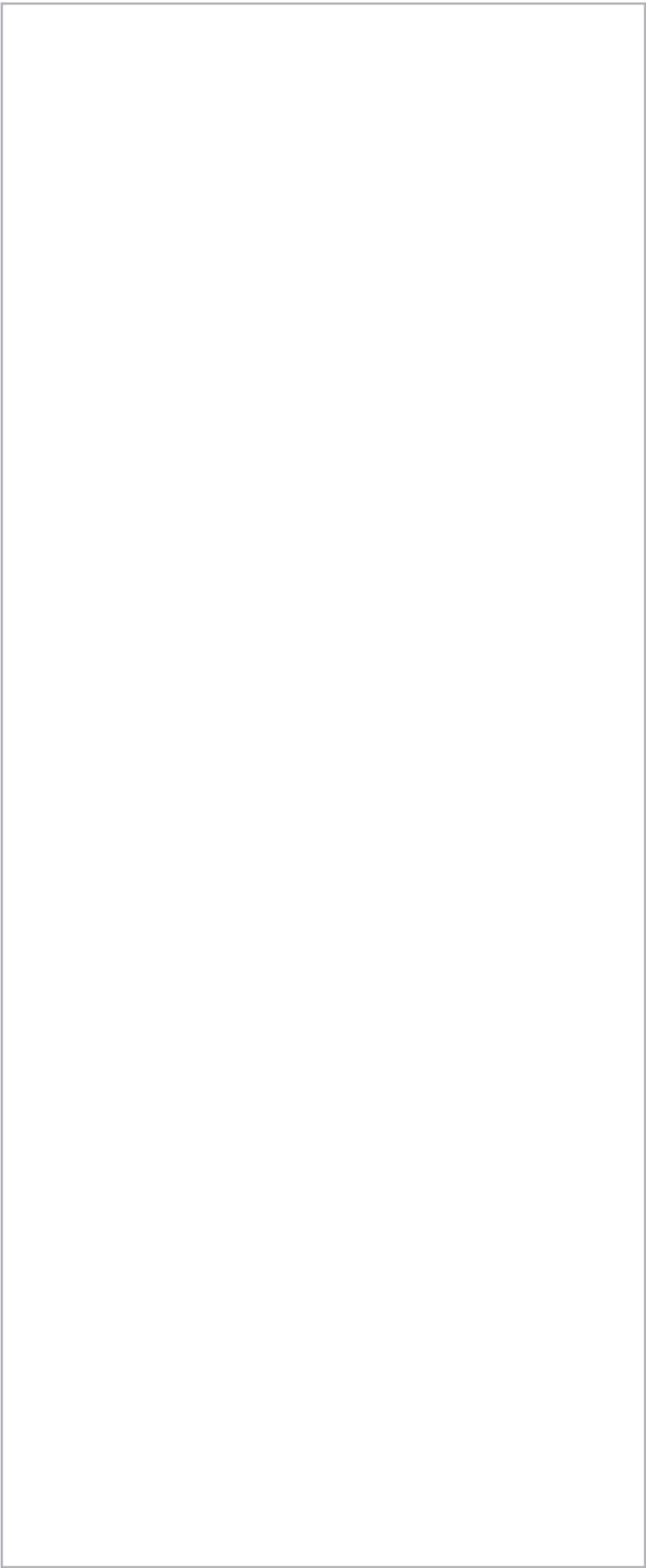
Public art of the past has been developed within the Shellmound District on a development by development basis, which has resulted in an in-cohesive art collection. Furthermore, many of the current art installations are located in semi-private spaces and private courtyards, and therefore fail to reach the public at large.

The District Art Master Plan establishes an overall vision for future art projects and encourages the incorporation of art into the public realm where it can have the greatest impact on creating beautiful and imaginative public spaces. The District Plan includes a wide range of type of public art, ranging from freestanding sculptures to art integrated into functional objects to interactive art installations. The Plan aims to provide a variety of ways in which the public can experience, interact, and enjoy public art, and enlists the community to play an active role in transforming the District into a vibrant and attractive destination through its public art.

The District Plan encourages art to be incorporated into privately owned, publically accessible spaces. The recommended type of projects and locations are proposed to create an integrative approach to the District's Public Art, but its implementation must rely on the interest of private development in implementing the suggestions.

Public art will play a large role in dramatically transforming the appearance of Shellmound Street and the spaces it will line. It will spotlight and bring added value to the many new developments that are planned, underway, or have already been completed along the District. Public art in the Shellmound District will serve many constituencies: the Shellmound District, the residents of the neighborhood community in which the artwork resides, the City as a whole, visitors, the artistic and cultural communities, and individual artists.





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