



## City of South Pasadena Planning and Community Development Department

# Memo

**Date:** September 28, 2020  
**To:** Public Art Commission  
**Via:** Joanna Hankamer, Director of Planning and Community Development  
**From:** Margaret Lin, Manager of Long Range Planning and Economic Development  
**Re:** September 28, 2020, Public Art Commission Meeting Item No. 5 Additional Document – Al Fresco Dining and Retail Pilot Program Traffic Control Devices

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Attached is an additional document which provides additional information regarding the proposed public art for the Al Fresco Dining and Retail Pilot Program traffic control devices; and the South Pasadena Arts Council's (SPARC) proposal and presentation to incorporate art on the traffic control devices.

- Funding
  - The City Council will need to provide approval to repurpose the remaining funds from the Civic Center Art Gallery to fund the project
- Concrete barricades
  - Artwork will be limited to the exterior of the concrete barricades
  - The City will attempt to remove any graffiti, but any damage to the artwork on the K-rails that is beyond the capacity of the City to repair in the course of normal business will be the responsibility of SPARC. If funds are not available for repairs, SPARC will remove the art
  - Barricades are anticipated to remain in place for 90-days past the local emergency or up to one year; unless modified by the City Council
- Traffic Control
  - Public Works Department will be able to accommodate the traffic control for the installation of the artwork on the concrete barricades
  - To ensure the safety of the installers, the Public Works Department will need to close both lanes of traffic to ensure a safe escape route; and would utilize the opposite direction lanes to accommodate both east and westbound traffic

Attachment: SPARC Proposal and Presentation

September 24, 2020



**Proposal**

**City of South Pasadena**

**K-RAILS ART WRAP PROJECT**

**Submitted by:**

**The South Pasadena Arts Council (SPARC)  
P.O. 3272  
South Pasadena, California 91031**

September 24, 2020

**SPARC K-RAIL ART WRAP PROJECT**

Pending approval from the City of South Pasadena (City), the South Pasadena Arts Council (SPARC) will mount images of unique vinyl wrap art works on the street-side<sup>1</sup> surfaces of the temporary K-rails that the City has positioned along Mission Street to create “parklets” for outdoor dining.

SPARC will curate images from approximately 40 established and emerging artists, with an emphasis on works by artists from South Pasadena. These diverse works will include: paintings, drawings, photography, poetry, and prose.

## SPARC K-RAIL ART WRAP PROJECT PROPOSAL

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September 24, 2020

A partial listing of potential artists to be contacted by SPARC includes the following:

- Victoria Ariola
- Cyndi Bemel
- David Buckingham
- Jeff Burke
- Gusmano Cesaretti
- Celina Duffy
- Dominique Heffley
- Laurie Hendricks
- Robin Hextrum
- Seonna Hong
- Phung Huynh
- Eric Joe
- Ron Koertge
- Rick Leddy
- Lillian Montalvo
- Rick Monzon
- Daniel Peacock
- Valentin Popov
- Michael Provart
- David Shannon
- Leland Sklar
- Timothy Smith
- Anne Elizabeth Sobieski
- Jeff Soto
- Shelley Stephens
- Rebecca Tager
- Val Trimarchi
- Lorraine Triolo
- Fulton Leroy Washington aka Mr. Wash
- Robert Williams
- Suzanne Williams
- Deborah van der Zaag

## SPARC K-RAIL ART WRAP PROJECT PROPOSAL

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September 24, 2020

All artworks will be submitted to the City Arts Commission for final approval.

The artists will be recognized with their names and contact information at the bottom of their artwork. A listing of the artists will also be on the SPARC web site. SPARC will send each participating artist a formal certificate of thanks and a gift certificate to a local business.

The artworks will be applied to the K-rails covering nearly 100% of the barricades, using a vinyl adhesive wrap with a 3-year durability; an example of which is on display in front of Jones Coffee (1006 Mission St.).



SPARC will apply the adhesive material with its own volunteer staff and two paid assistants from the community.

SPARC will issue a press release regarding the project highlighting the partnership with the City.

SPARC offers to administer, curate, produce, install, and uninstall this art project as detailed within for a fee of \$7,000, with 50% to be paid upon execution of the contract, and the balance upon completion of installation of the project.

September 24, 2020

**DETAILS**

K-rails Total Square Footage: Approximately 1095 sq. ft.

Five “Parklet” Locations:

1. Jones Coffee (1006 Mission St.)  
Two 20-ft K-rails and three 10 ft. K-rails = 70 linear feet X 3 feet  
Total: 210 sq. feet
2. TeaMorrow (1005 Mission St.)  
Two 20-ft K-rails, one 10-ft K-rail, one 5-ft K-rail = 55 linear feet X 3 feet  
Total: 165 square feet
3. Aro (1019 Mission St.)  
Three 20-ft K-rails and one 5-ft K-rail = 65 linear feet X 3 feet  
Total: 195 square feet
4. Mike & Anne’s (1040 Mission St.)  
Four 20-ft K-rails and one 10-ft K-rail = 90 linear feet x 3 feet  
Total: 270 square feet
5. Shiro (1505 Mission St.)  
Four 20-ft. K-rails and one 5-ft. K-rail = 85 linear feet x 3 feet  
Total: 255 square feet

SPARC will install the art wraps beginning approximately 10 days after the contract is signed, and as the artworks are approved by the City Arts Commission. SPARC intends to complete the project in phases over three weeks.

SPARC understands that the City’s lease for the K-rails is for up to 90 days past the pandemic, or one year from date of installation.

SPARC understands that the City will put reflectors on top of the K-rails once the art has been installed per required safety requirements.

SPARC will coordinate traffic control with the appropriate City department with at least two days’ notice prior to installation of the art wraps.

The City will attempt to remove any graffiti, but any damage to the artwork on the K-rails that is beyond the capacity of the City to repair in the course of normal business will be the responsibility of SPARC. If funds are not available for repairs, SPARC will remove the art.

SPARC K-RAIL ART WRAP PROJECT PROPOSAL

September 24, 2020

**BUDGET/EXPENSES**

Curating Service: Donated by Blue Trimarchi (ArtWorks/Fine Art Publishing)

Administration Services: Donated by SPARC Board

Vinyl Wrap Preparation:

Design Services: Curator Blue Trimarchi (ArtWorks/Fine Art Publishing) and Jeff Burke (Burke Triolo Studio) will donate their time to design and produce the vinyl art wraps that will cover the K-rails. Blue will donate an estimated 20 hours in required digital preparation; Jeff Burke will donate the service portion of the printing.

Materials Cost (Vinyl and ink):

Approx. \$1.00 per square foot x 1,095 sq. ft.

**\$1,095\***

Installation and removal labor costs:

Includes help from two (2) paid assistants at \$20 per hour

Installation

365 linear feet of K-rail = 36.4 hours	x	36.4	
\$40 / hr. per 10 feet			\$ 40. <sup>00</sup>
			<u>\$1,460</u>

Removal (Same as Installation) \$1,460

Total **\$2,920\***

Miscellaneous tools and supplies: **\$ 500\***

Gift certificates for estimated 40 artists to local business:

\$25 per 40 artists **\$1,000\***

Compensation for SPARC members' donated time to perform development and installation of project, press releases, and promotion.

**\$1,485\***

**Total \$7,000**

\*All budget numbers are estimated based on current information

SPARC K-RAIL ART WRAP PROJECT PROPOSAL

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September 24, 2020

The SPARC Board of Directors thanks the City and the Art Commission for the opportunity to present this proposal for the K-Rail beautification project.

Sandra Kitto  
Board President







Proposal:

City of South Pasadena  
**K-RAILS ART WRAP PROJECT**

 **SPARC** SOUTH PASADENA  
ARTS COUNCIL  
*Igniting Creativity, Illuminating the Arts*





## Project Overview

Project Includes:

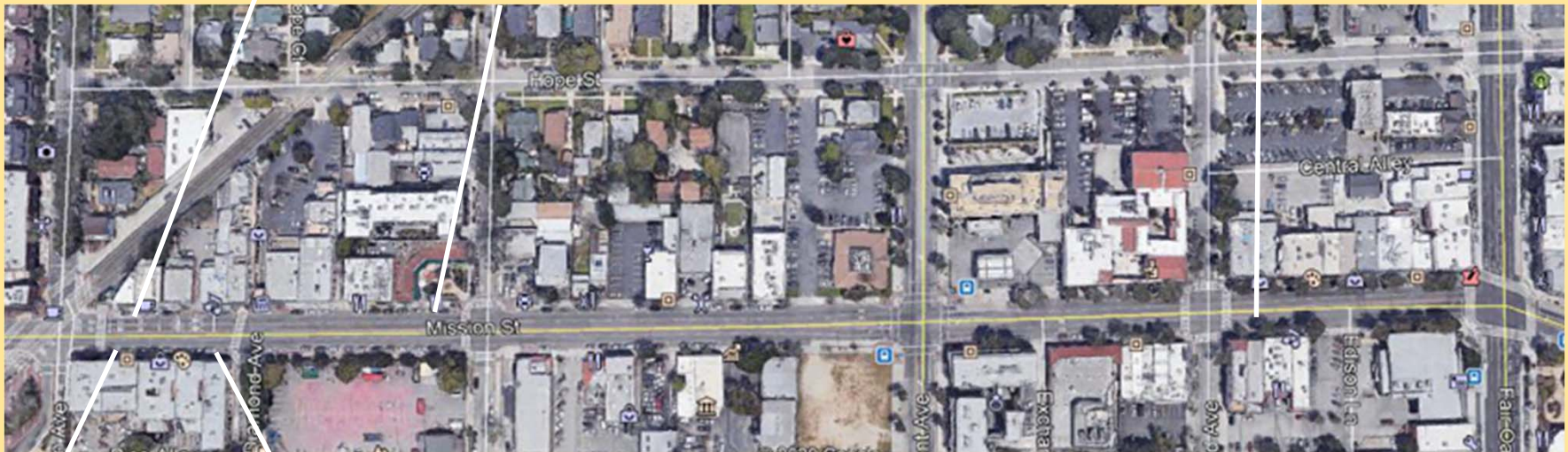
- Installation at five locations along Mission Street
- Installation, and removal by SPARC
- Near 100% coverage of K-Rails
- Vinyl covering has 3-year durability

# Location Overview

Jones  
Coffee

Mike and  
Anne's

Shiro



TeaMorrow

Aro





## Artwork Overview

Project Includes:

- Outreach to approx. 40 diverse artists
- Artwork will include artist identification information, and SPARC logo / City emblem
- Review / approval by City Arts Commission





## Installation Overview

- SPARC will install / remove coverings
- SPARC will begin installation within ten days of contract signing, and approval of the artwork by City Arts Commission
- Installation will be completed in phases over a three week period
- SPARC will coordinate installation with the City to assure appropriate traffic control





## Project Fee

Project Fee will be \$7,000 to include:

- Design services
- Original Artwork
- Printing
- Administration / coordination with City
- Press Release
- Vinyl Cover Installation at five locations
- Vinyl Cover Removal





**Questions?**