

**DATE:** May 8, 2024

**TO:** Visual Arts Committee

**FROM:** Amanda Rotella, Economic Development Strategist

**SUBJECT:** **Castro Street Bollards Interim Art Project**

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### **RECOMMENDATION**

Authorize the posting of a “Call for Artists” for the Castro Street Bollards Interim Art project.

### **BACKGROUND**

On October 25, 2022, the City Council adopted an ordinance establishing the pedestrian mall on Castro Street between the east leg of West Evelyn Avenue and Villa Street, Villa Street and West Dana Street, and West Dana Street and California Street.

While the Castro Street Pedestrian Mall is closed to vehicular traffic, vehicles do cross over Castro Street at Evelyn Avenue, Villa Street, Dana Street, and California Street. Safety is a key consideration at these intersections, and barriers have been installed to protect the pedestrian walkway, social zones, and outdoor patio areas from vehicles. In addition to the black decorative fencing located on either side of each intersection, concrete bollards have been strategically placed for further coverage and safety.

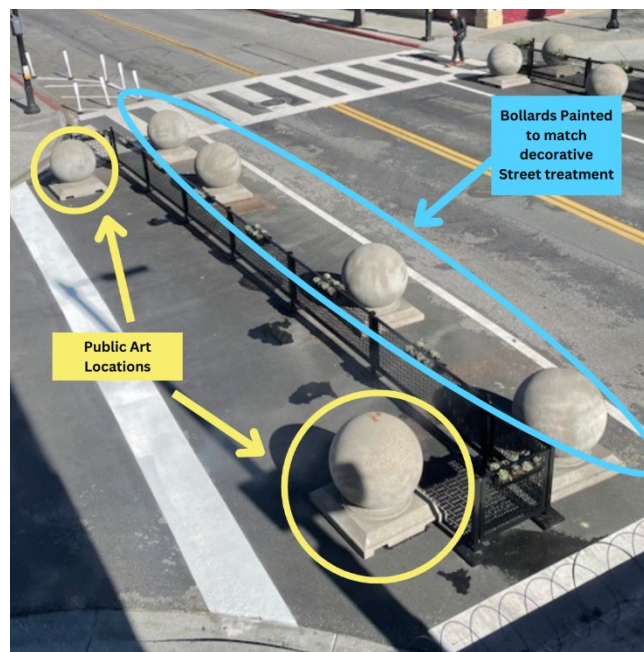
In August 2022, a Council ad hoc subcommittee was created to review and provide direction on new design standards and guidelines, along with an implementation plan for the Interim Castro Street Pedestrian Mall. On March 20, 2023, the Interim Castro Pedestrian Mall Ad Hoc Subcommittee directed staff to identify placemaking opportunities by incorporating decorative design treatments in public areas, such as the social zones and the central walkway. While public art will be included in the permanent Castro Pedestrian Mall project, the interim pedestrian mall will include some artist elements, including a decorative pavement treatment that would be temporary in nature.

### **ANALYSIS**

There are a total of 32 cement bollards located throughout the pedestrian mall, with an opportunity for interim art on 12 of the 32 bollards.

Figure 1 shows the cement bollards at one side of the intersection at Villa Street and Castro Street. There are six cement bollards per intersection side, four of which face the active travel lanes (Figure 1—circled in BLUE) and two that face the pedestrian mall (Figure 1—circled in YELLOW, “Art Locations”).

Due to budget constraints and safety concerns, staff is recommending interim art on the two cement bollards nearest to the pedestrian mall at each intersection side, which provides an opportunity for art on 12 total bollards. The balance of cement bollards nearest to the street and vehicle traffic at each intersection will each be painted a solid color to match the decorative street treatment to be installed later this year.



**Figure 1: Public Art Locations**

There are a total of 12 bollards identified for public art. Figure 2 shows the locations of the Castro Street bollards with the interim public art proposed on:

- Two (2) bollards at the north side of California Street;
- Two (2) bollards at the south side of West Dana Street;
- Two (2) bollards at the north side of West Dana Street;
- Two (2) bollards at the south side of Villa Street;
- Two (2) bollards at the north side of Villa Street; and
- Two (2) bollards at the south side of Evelyn Avenue.

Staff recommends the selection of six artists each responsible for art on a pair of bollards.



**Figure 2: Castro Street Bollard Locations**

Art proposals must include a concept featuring two bollards accompanied by a color sketch or photo, a title, a detailed description, an estimate of material costs, and any specific requirements. Additionally, the VAC could identify a theme (or themes) for this project, which would further focus the call for artists.

The total budget for this project is \$9,000. Selected artists would receive a stipend of \$1,000 for the design and installation of art on two bollards. The remaining budget would cover the cost of an antigraffiti coating on each of the 12 bollards.

**TENATIVE ART SCHEDULE**

Staff recommends that the bollard art be installed over the course of five days: August 12 through August 16, 2024. This week has been reviewed and approved by the Public Works and Community Services Departments. Selected artists must be available and able to complete their art installation during this window of time.

The art schedule is as follows:

May 10, 2024	Call for Artists posted
Monday June 2, 2024 by 12:00 p.m.	Artist proposal deadline
June 3 to June 10, 2024	VAC to jury proposals (by June 10)
June 12, 2024	VAC meeting to make artist selections
August 12 to August 16, 2024	Art Installation

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