

Woodfords Corner Public Art – public meeting

June 1, 2016 6:00 – 7:30pm
Woodfords Church, 202 Woodford Street

Agenda

- 6:00 **Presentation**
- Review of Woodfords Corner Transportation Project process thus far (Handout 1)
 - Discussion of streetscape enhancement concept under consideration (Handout 2)
 - Discussion of next steps and process moving forward (Handout 3)
- Members of the Portland Public Art Committee and City Staff*
- 6:30 **Questions**
- 6:45 **Public Comment**
- Group Discussion*

Resources:

Woodfords Corner Transportation Project: <http://www.portlandmaine.gov/1705/Woodfords-Corner>
Public Art Committee: <http://www.portlandmaine.gov/560/Public-Art>
Portland Public Art Collection: <http://www.publicartportland.org/>
City Staff: Caitlin Cameron, Planning Division 874-8901 or ccameron@portlandmaine.gov

Comment Card

Return the card or fill out online at: <http://www.portlandmaine.gov/1705/Woodfords-Corner>

- 1) What is the most important thing to take into consideration when designing public art for Woodfords Corner?
- 2) What aspect of Woodfords Corner do you appreciate the most? (e.g. historical buildings, local businesses, central location, . . .)
- 3) Additional Comments



Transforming Forest Avenue Streetscape Recommendations

October, 2014

City of Portland, Planning Division

Jeff Levine, Director of Planning & Urban Development



Introduction

Transforming Forest Avenue was adopted by the Portland City Council as an element of the City's Comprehensive Plan on June 4, 2012. The plan includes a wide range of land use, streetscape and transportation related recommendations, all designed to encourage transit-supported development and the evolution of Forest Avenue as a complete street. Key elements of the streetscape section of the plan include the following:

- Install **high-quality** and **consistent streetscape** features such as street furniture, lighting, and landscaping to brand Forest Avenue as a place.
- **Upgrade** sidewalks, ramps and crosswalks to provide universal access and using techniques to create a more **pedestrian-oriented** environment.
- Streetscape and design improvements would primarily be targeted at making the corridor a more **pleasant place to be**, rather than a pass through. These improvements should be made wherever possible, with attention to maintenance requirements.
- Install **consistent landscaping** along the corridor. The goal would be to re-embrace the name of Forest Avenue by **increasing vegetation** on the corridor.
- Install street furniture for both functionality and comfort where space is available. Consistently branded street furniture would give Forest Avenue a **cohesive identity**, and in certain locations, can be used to indicate a **special character**.

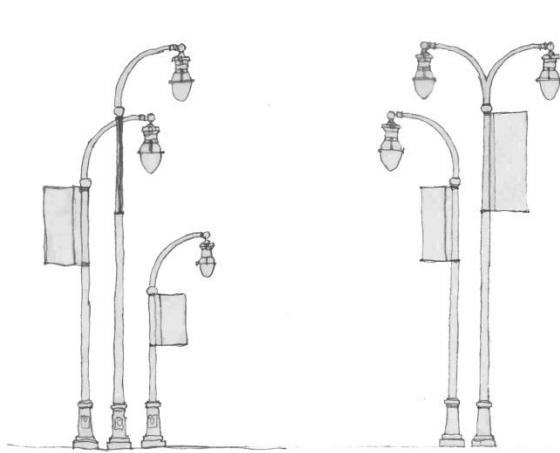
With the Maine Department of Transportation projects at Woodfords Corner and Exit 6, there is an opportunity to implement the strategies and recommendations of the Transforming Forest Avenue as part of the City's Comprehensive Plan. In September, 2014, City staff met with former members of the Transforming Forest Avenue Advisory Committee to present and discuss material and streetscape palette for Forest Avenue. This report includes the City's specifications for the following streetscape items:

- Place Branding/Identity
- Street Light
- Bollard
- Bench
- Trash Receptacle
- Bicycle Hitch
- Street Trees
- Sidewalk Materials
 - Pedestrian Zone
 - Furnishing Zone

This report also includes concepts for how the streetscape and plaza spaces should be configured to accomplish the goals of Transforming Forest Avenue. On the next page is the Transportation and Streetscape Concept Plan: Corridor Segment C – Woodfords Corner, which staff referenced when developing concepts and recommendations for the design details of the corridor.

Place Branding/Identity

Using the standard manufactured light poles and banner arms, the concept is to create a sense of place and identity at Woodfords Corner with clustering of lights at various heights and configurations at the intersection. The banner arms serve as a site for art that could be rotating and afford the opportunity to engage neighborhood schools, MECA students, or local artists for installations managed through the Portland Public Art Committee's Temporary Art program. This strategy is intended to provide a low-cost, flexible solution to fulfilling the Transforming Forest Avenue goal of identity.





Variations (2014), Lubbock, TX - aluminum and roadway fixtures, permanent installation
Aaron Stephan, artist



Urban Light (2008), Los Angeles, CA - restored cast iron street lamps, permanent installation
Chris Burden, artist

MEMORANDUM
City Council Agenda Item

TO: Mayor and City Council
FROM: Caitlin Cameron, Urban Designer, Planning & Urban Development
DATE: May 20, 2016
SUBJECT: Woodfords Corner Public Art – Work Plan + Public Engagement Process (revised)

The public art proposal for Woodfords Corner will take advantage of available Public Art funds to create the street light elements that are a part of the Forest Avenue streetscape concept. On March 16, 2016, the Portland Public Art Committee unanimously recommended proceeding with the selection of Aaron Stephan as the artist and a budget of \$25,000 to design, fabricate, and install the street light elements to be placed in the new plaza. Staff met with the City Manager to approve the sole source of an artist for this project. Aaron's work is uniquely suited for this project which uses off-the-shelf street lights to create sculpture.

The Public Art Committee, as well as staff, is dedicated to creating a successful installation as part of the overall Woodfords transportation project that will add to the identity of this community center.

Project Work Plan

June 2016 – Council approval of project, artist selection, and budget

June 2016 – Contract negotiation with artist

July 2016 – Concept development by artist with design brief from PPAC

August 2016 – 1-2 Stakeholder public meeting(s) to review concepts and hear feedback; PPAC monthly meeting will also review concepts; concepts posted on City's project website for comment

September 2016 – Design development by artist

September/October 2016 – Final design presented for feedback and approval; Location and electrical info confirmed with landscape architect for construction drawings

Fall 2016 – RFP released for Woodfords Corner transportation and public realm project

Summer 2017 – Construction begins

Project Scope

- Project includes the design, fabrication, and installation of one streetlight cluster sculpture in the plaza space to be created at Forest and Woodfords as part of the Woodfords Corner transportation and public realm project. Coordination with project architects is required.
- The artist will be given a design brief as guidance for how to approach this project – this brief would incorporate public and council comment received to date regarding this project.
- The artist will be asked to present a series of concept ideas.
- After receiving feedback from public and PPAC, artist will develop design into final proposal.
- Once final proposal is approved, artist will move into fabrication phase.
- Fabrication and installation will be coordinated with the MDOT construction schedule.

Review and Public Process

The public and stakeholders will have the opportunity to engage with the creation of artwork in Woodfords Corner in the following ways:

Internal review

- PPAC and staff will draft a design brief as guidance to the artist
- PPAC and staff will act as a resource to the artist for questions, background material
- PPAC will review the concepts in their monthly meeting (also open to the public) to provide feedback to the artist
- PPAC will vote to approve the final design

Public Review

- Public Meetings:
 - At least one public meeting will be held in the neighborhood where the artist would be able to get feedback and discuss design development. This meeting will be most productive if the artist presents 2 or 3 concepts for feedback. The details would be confirmed in the artist contract negotiation.
 - At least one PPAC monthly meeting will include review of the concepts. PPAC meetings are open to the public. *PPAC will take public comment on the review at their meeting.*
- Project information will be posted for viewing in the following locations:
 - City of Portland Woodfords Corner project webpage
 - City of Portland Public Art Committee webpage
- Stakeholder groups to be invited to participate/comment will include:
 - Woodfords-Oakdale Neighborhood Association
 - Friends of Woodfords Corner
 - Deering Center Neighborhood Association
 - Back Cove Neighborhood Association
 - Veterans of Foreign Wars
 - Abutting property owners
- Outreach/Notification methods include (to announce public meetings, comment opportunities):
 - Comment/Question Form on City Woodfords Corner project page
 - City of Portland calendar page (for public meeting info)
 - PPAC Facebook page posts
 - Newsflash on the City's website
 - Press release (for public meeting announcement)
 - City of Portland and Portland Planning twitter accounts
 - Direct email to leaders of neighborhood groups
 - NotifyMe recipients for public art announcements

Approval

- City Council is being asked to approve the project, artist selection, and budget
- City Manager approved the artist as a sole source for the project
- PPAC will vote to approve the final design
- The final design could also be brought back to the City Council as a communication