



To: Center City Development Corporation (CCDC) Board of Directors
From: DMC Staff
Date: August 16, 2017
RE: G.E. Patterson Underpass Public Realm Improvements

Background:

The South End Improvement Alliance (SEA) is a group of South Main and South End stakeholders committed to finding ways to improve environmental aesthetics and quality of life in the South Main and South End neighborhoods. As a recent example, SEA partnered with the CCDC and DMC to install public art murals and enhanced pedestrian lighting at two South End underpasses (\$120,282). That project has been very well received and included over 60% W/MBE participation in total budgetary expenditure.

The SEA would now like to partner with the CCDC to make significant improvements at the railroad underpass and trestle along G.E. Patterson Avenue, in the block between S. Main Street and S. Front Street. This underpass is at a strategic location in the heart of the South Main neighborhood and adjacent to the Central Station redevelopment and future Downtown Malco Theatre. DMC staff believes that an investment in lighting, signage, and public art at this location has the potential to transform this underpass from an eyesore to a neighborhood asset and landmark.

Scope of Work:

The proposed scope of work includes the following major elements:

- Pressure wash underpass structure and patch cosmetic cracks along retaining wall
- Add pedestrian-oriented lighting above the sidewalk
- Paint a public art mural on the northern retaining wall, along the public sidewalk
- Install high-quality signage to reinforce neighborhood identity and character

Proposed Budget:

The SEA requests a partnership with the CCDC to co-fund this project. Under this proposal, SEA will provide approximately \$27,274 to fund the new underpass signage and CCDC would fund the remaining \$47,447 to install enhanced lighting and public art.

Scope of Work	Estimated Cost	% of Total
Public Art Mural	\$22,275	30%
Enhanced Pedestrian Lighting	\$25,172	33%
New Underpass Signage (2 sets of channel letters)	\$27,274	37%
Total	\$74,721	(100%)

Through the SEA, the Henry Turley Company has agreed to provide development services as an in-kind contribution to the overall project. These project services include analysis of existing conditions, project scoping and design, project management, outreach to relevant agencies, and securing all required approvals. The goal is to complete the project by the end of 2017.

Public Art Selection:

Staff suggests that the CCDC Chairman appoint an ad hoc committee to select the artist for the public art mural. Staff recommends that the committee include three CCDC members, one South Main Association member, and one representative from the Central Station redevelopment team. This committee would work with DMC staff to solicit public art proposals from local artists and select the final design.

Maintenance is an important consideration for any public art project. While no public art installation is maintenance free, SEA will work diligently with the selected artist to design the proposed artwork to be as low maintenance as possible by limiting the total surface area where paint will be applied, limiting the total number of paint colors, incorporating simple shapes that can be touched-up without expert help, and designing the mural to avoid areas where water staining and discoloration appear more frequent.

Request:

Staff requests that the CCDC approve a project budget of up to \$47,447 to fund public realm improvements at the G.E. Patterson underpass in the block between S. Main Street and S. Front Street.

Staff requests that the CCDC Chairman appoint an ad hoc committee, with 3 CCDC members, to select the artist for the public art mural.