



Item No. 166

LAUDERDALE • BY • THE • SEA

Agenda Item Memorandum

Town Manager

Connie Hoffmann 

Department

Department Director

COMMISSION MEETING DATE - 7:00 PM	Deadline to Town Clerk
<input checked="" type="checkbox"/> Sept 24 - Regular Meeting 7:00 PM	

**Subject to Change*

- Presentation Reports Consent Ordinance
- Resolution Quasi-Judicial Old Business New Business

**FY2012 DESIGNATED HIGH PRIORITY ITEM - PRIORITY
TOPIC: WEST COMMERCIAL BOULEVARD STREETScape
PROJECT – TOWN ENTRYWAY FEATURE**

SUBJECT TITLE: ALTERNATE DESIGNS FOR TOWN ENTRYWAY FEATURE ON COMMERCIAL BOULEVARD

EXPLANATION:

Entryway Design Choices

Project artist Laura Fisher Huck has prepared two alternative designs to the Coral Arch design presented in July. The Commission requested an alternate that featured a pelican and I asked her to do a second alternative that related to the Town's new logo. Attached you will find drawings of the three alternatives, depictions of them in perspective to the streetscape, and a description by the artist of her thoughts, inspiration and intention for each design. Laura also addressed issues of maintenance in her submittal, indicating she will be using aluminum to construct the sculptures and high quality automotive epoxy to seal and protect the paint on the sculpture. We also have provided perspective renderings of the three alternatives, showing what they would look like when placed in the new streetscape.

Wind Load Issues

The Commission expressed concern in July about the stability of the proposed Coral Arch entryway structure and whether it could meet wind load requirements. Municipal Services Director Don Prince suggested that the entryway sculpture and the four plaza way-finding sculptures could be braced in advance of a tropical storm or hurricane, similar to what he does with the pelican sculpture on El Mar Drive.

The design team retained the services of a structural engineer to look at all three of the design alternatives. He has indicated that the Love LBTS design would present the least wind load issues, but has worked through how to stabilize the other designs as well and is confident they will be able to high winds. He also looked at the four plaza sculptures and he and the design team believe they can be installed so that they were removable in advance of a

serious storm. The structural engineer is comfortable with the sculptures themselves being made entirely of aluminum.

Costs

The estimated cost of the three alternative entryway designs is estimated as follows:

Coral Arch:	\$95,500 (\$85K for the sculpture; \$7,500 for the base; \$3k to install)
Pelican Landing:	\$95,500 (same breakdown as above)
Love LBTS	\$57,500 (\$47K for the sculpture; \$7,500 for the base; \$3K to install)

In designing the streetscape project, Architectural Alliance allocated \$96,000 of the budget for the entryway sculpture and the four plaza sculptures combined. The plaza sculptures are estimated to cost about \$22,000 each, including the base and installation. So we have a budget issue, regardless of which entryway sculpture the Commission selects.

We did indicate to the designer that the Town would consider providing additional funds for a great entryway design. And the four plaza sculptures were never anticipated in the original project budget. The design contract called for some signage that branded each of the four shopping plazas, but when Laura Fisher Huck presented ideas for the four plaza sculptures, I think we all realized they were unique and would accomplish what we set out to do, which was to draw attention to the shopping centers and make the western portion of Commercial Boulevard distinctive. In addition, they support our goal of promoting the Town as a dive destination.

I do feel it is important that the Commission select the entryway design that you most prefer and that it is built. There are several possibilities for funding the cost of the plaza sculptures. If we are successful in obtaining the \$100,000 Florida Highway Beautification grant we are applying for to offset a portion of the landscaping costs for the West Commercial project, which would free up sufficient funds in the project budget to fund all four plaza sculptures. It is also possible that the construction bid for the drainage and streetscape will come in below the designer's estimate or at the estimate, freeing up the contingency he built into the estimate.

We can also look for grants for public art projects or projects that support education about coral reefs and fish species. And, as a final alternative, we could seek donations/underwriters for the sculptures.

Recommendation: That the Commission select the preferred entryway design.

EXHIBITS: Artist's Statement

Artist's Drawings

Perspectives of the 3 alternative entryway designs in the new streetscape

Reviewed by Town Attorney
 Yes No

Town Manager Initials CA

A description by the artist of the three entryway sculpture designs for Lauderdale- By- The- Sea

When considering the design of a public art sculpture, these are the things I plan to do through image, form, and sometimes, text:

- Relate to the physical characteristics and location of the site.
- Refer to the heritage and meaning of the site.
- Act as a marker establishing an identity for the site, creating a sense of place.
- Be relevant and accessible to the users of the site.

Laura Fisher Huck

Art-speak aside, I had a great time visiting Lauderdale-By-The-Sea and the surrounding area. I enjoyed the flowers, the seaside, the people. I enjoyed the Saturday night street party and hanging out with the fishermen and women on the wharf. All and all, a fun time. And I visited other communities as well. I came away feeling that to create a piece that adds positively to the LBTS community identity, attracts new visitors, gives people another reason to return, and creates some buzz in the area called for something unique. Not too Boca, not too Miami. Different. Something full of color, fun, and interest, something that brings to life some of the attractions particular to a small, cozy community that thinks a lot of itself just because it is just a great place to be.

Coral Arch

This sculpture is out of the box and a big bright statement. It's inspired by several modern designs with its jutting rays, and will look fantastic, not only in the day, but especially with lights at night. Its shape is a gesture to the idea of a welcoming arch and its cheerful colors and movement is meant to create a real sense of excitement about being in Lauderdale-By-The-Sea, where so much adventure is at hand.

It is also very much identifiable as a sculpture about the coral reef. It features a loggerhead turtle, queen trigger fish, several look downs, spot fin butterfly fish, and a school of yellowtail snappers as well as a few bubbles, sea rod coral and a playful wave.

All on a MiMo style concrete base.

It is a particularly good match with the four smaller way-finding sculptures which also depict the reef and its wonders.

Pelican Landing

This is a very artistic piece and will be nothing less than stunning. The pelican's landing posture creates a beautiful embracing gesture with the wings and suggests slowing down to enjoy. Though I never make a deliberate alteration of natural features, my sculptures are inherently cheerful. It will be a very happy pelican coming home and ready to party.

This piece will be made with many feathers painted with layers of colors to catch the many nuances of light and shade that make the brown pelican particularly beautiful with its hints of purples, blues, pinks and orange that will bring it very much to life. There will be many photo ops at this site. Guaranteed.

Love LBTS

This could very well become an iconic symbol for the town. It is inspired by the famous LOVE sculpture of the 60's, but has its own distinctive LBTS flavor with a pelican perching on the 'L' and, when playing with the element of slanting a letter, of course it had to be the 'S' because it is the Sea, with its small waves at the foot of the sculpture. Designing this sculpture definitely had an "Aha!" moment. I think it would look good at all three entrances to town...

The typography and colors are from the official LBTS logo design.

Construction and finish

All my outdoor work is done in aluminum or stainless steel. According to the Florida consulting engineer on this project, the two metals are not that different in strength. I have used aluminum in many outdoor settings. In the town of Lunenburg, Nova Scotia, where I created a series of 44 fish sculptures for the streets, the sculptures have remained outdoors for 10 years without maintenance. Since then, I have learned even more about the treatment of outdoor sculptures. There are new primers which adhere well to aluminum and provide a surface for hand painting, which is done with outdoor paint especially resistant to salt and UV damage. Then, for triple reinforcement, I have the pieces coated with high quality automotive epoxy several times. This means spraying once, lightly sanding, reapplying the finish and increasing its depth. The pieces in Lunenburg were coated once. When they finally do receive maintenance, only the clear epoxy needs to be renewed. When the colors are not hand painted I use high quality marine paint and an epoxy coating. I prefer wet paint methods over powder coating and that is a generally agreed upon opinion in the public art world.

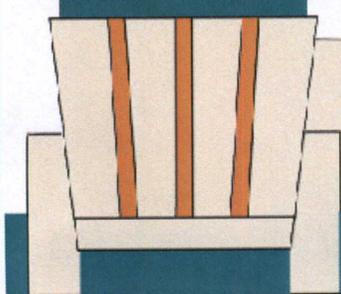
Where possible, the sculptures will be easily removable in the case of extraordinary wind conditions. However, they will also be highly reinforced and strong in place.

These sculpture designs have been reviewed by a Florida engineer and have been deemed build-able....We will be using this expertise throughout the fabrication process.



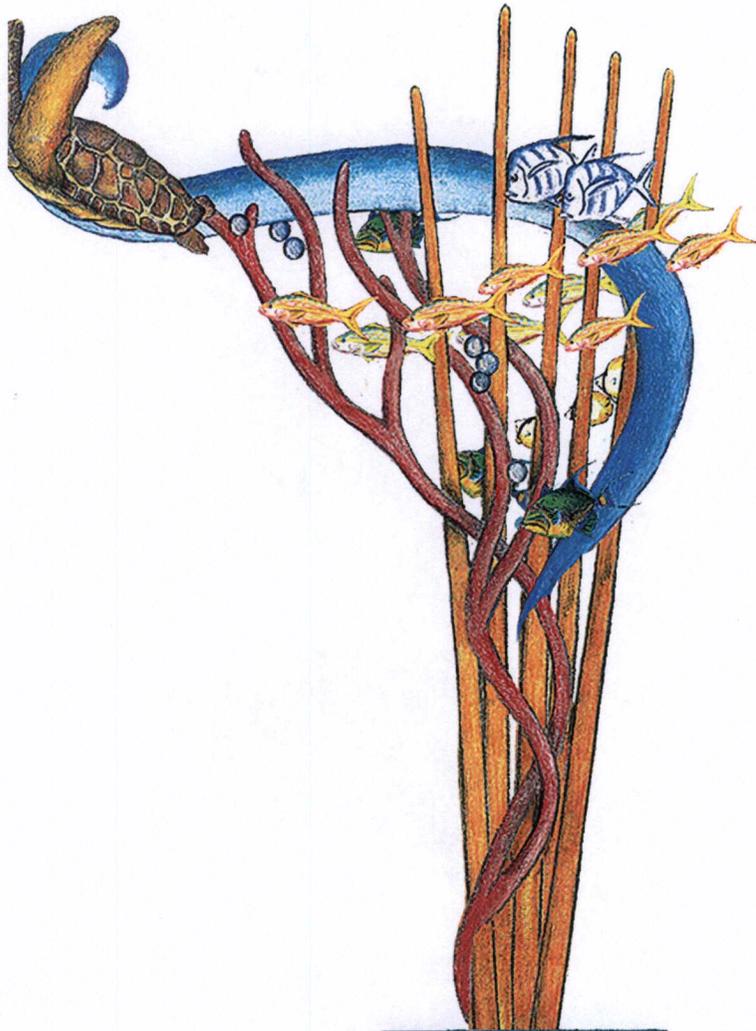
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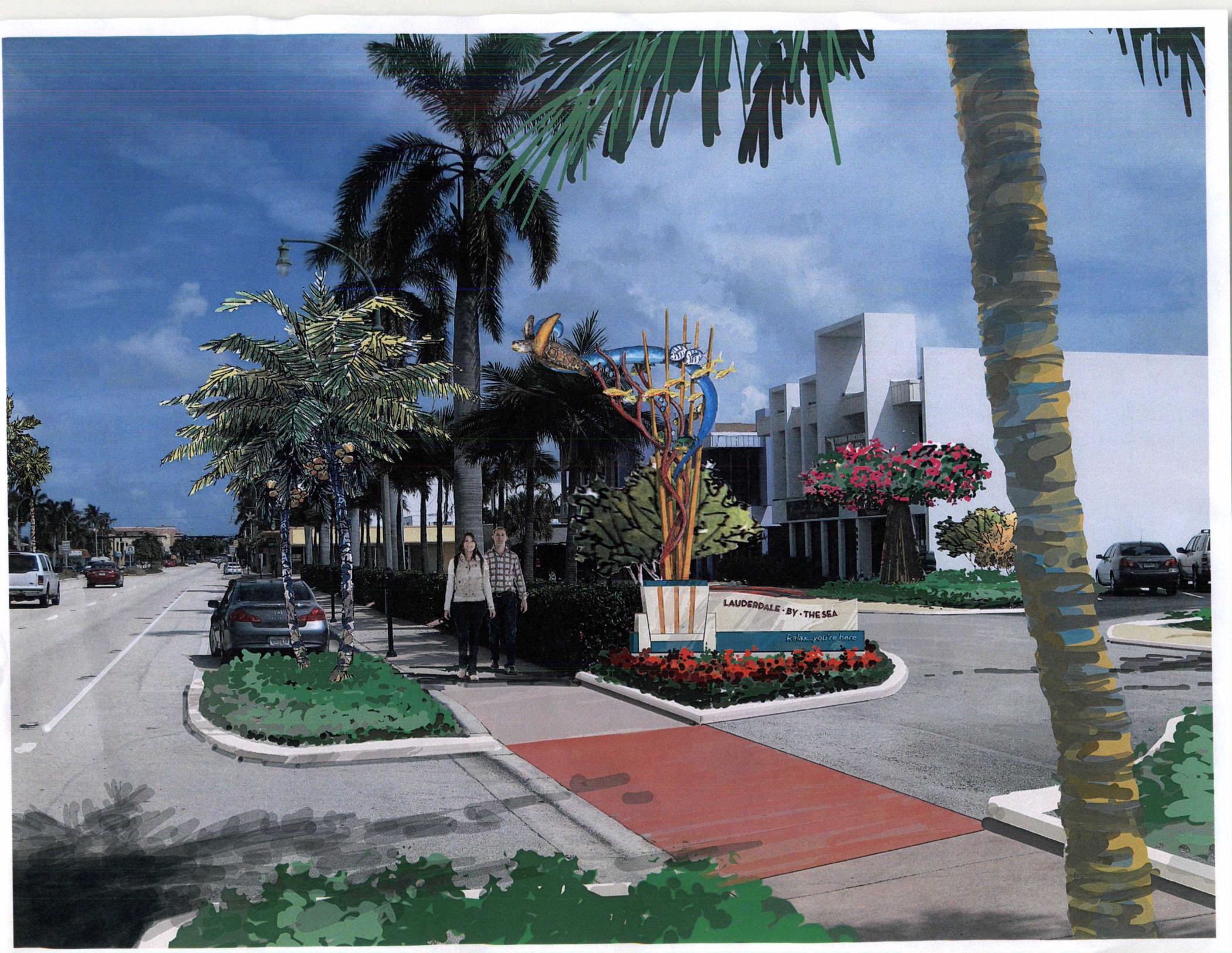
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