

ART COMMISSION
MINUTES OF THE MEETING OF July 27, 2011
BEGINNING AT 2:00 P.M.

PRESENT OF THE COMMISSION:

**Klavon, Indovina, Briggs, Lockett,
Rhor, Slavick, Astorino, Ben Carlise
in place of
Director Rob Kaczorowski**

PRESENT OF THE STAFF:

Morton Brown, (Noor Ismail ??)

A. Approval of Meeting Minutes

Ms. Klavon began the meeting by stating that there were three sets of meeting minutes to approve from meetings dated April 27, May 25, June 22, 2011.

Ms. Rohr stated that she hadn't read them so she was going to abstain.

Ms. Klavon asked for a motion to approve the April 27 meeting minutes.

Ms. Slavick moved to approve the minutes. Ms. Lockett seconded. All members in favor, April minutes are approved.

Ms. Klavon asked for a motion to approve the May 25 minutes.

Ms. Slavick moved to approve the minutes, Ms. Briggs seconded. All members in favor, and the May minutes were approved.

Ms. Klavon asked for a motion to approve the June 22 minutes.

It was discovered that there was no quorum for the June 22 meeting, so the minutes were not approved. The minutes will be approved at the August 2011 hearing.

Mr. Brown reminded the commission that despite having a recess in August in previous years, the commission's recess will be held in December.

B. Correspondence

Mr. Brown stated that the Pittsburgh Parks Conservancy had removed their application from the agenda and that they will return in a future hearing.

Ms. Klavon asked if she should recuse herself from the future review, as she had worked on the project.

Mr. Brown responded that the policy dictates that this is a decision that she can make herself. He added that he could get her in touch with the legal department if she had questions or concerns.

Ms. Klavon stated that she felt that she could be objective.

Mr. Brown responded that he would get the law departments opinion on the matter.

C. Items for Review

- a. West End Alliance, Community Banners
 - o Kim Salinetto, Office of Councilwoman Theresa Kail-Smith

Ms. Salinetto introduced herself as a board member of the West End Alliance as well as Chief of Staff for Councilwoman Theresa Kail-Smith.

Ms. Salinetto began by stating that the council woman's district is large, comprised of 15 communities, spread out in 160 miles of district. This banner project is the first step of the West End Alliance's branding and marketing campaign. It was revealed after research that it was difficult for visitors to identify where they are when visiting the West End. The banners are an important step in the marketing campaign.

Ms. Salinetto continued that she is in the process of communicating with DPW for installation, and varying community groups have given their approval. Financing will come from the community block grant money & the Mayor's 'Taking Care of Business' district dollars. There will be 3-6 banners per neighborhood.

Ms. Salinetto added that the community was concerned that the neighborhood name was visible.

Ms. Klavon asked if the commission had any questions.

Ms. Briggs asked to confirm that the project was asking for conceptual approval.

Mr. Brown responded that the applicants were requesting both conceptual and final approval.

Ms. Briggs asked if there was a designer involved.

Ms. Salinetto responded that Paula Lindsay Designs was the designer.

Mr. Indovina mentioned that the background map street names were illegible.

Ms. Salinetto replied that the map was more of a design element and not intended for wayfinding.

Ms. Slavick raised concerns that the design is busy; there is a typography gap between the text on the signs and the text in the actual maps. She added that demonstrating the boundaries of the neighborhoods was a good choice, but the lines are too delicate to be able to stand next to the rest of the linear design elements on the banner. She went on to express that the colors are all too similar in value in the design to be legible and the neighborhood boundary lines to be easily readable.

Ms. Briggs expressed that the shapes of the neighborhood boundaries are very interesting. As they exist many of the shapes are bleeding off the edges of the banner. She suggested that if the neighborhood shapes can be resized so that they fit on the banner would allow people to begin to identify the shapes of the neighborhoods with the neighborhood names.

Ms. Briggs suggested that the group consider the use of how the parks are labeled in the banners, and that they make the names harder to read.

Mr. Indovina suggested that the flare in the middle of the design is distracting. He said that he liked the typeface used in the horizontal element, but the vertical typeface was too strong. The horizontal typeface was more elegant.

Ms. Rohr added that the suggestions about the typeface should be considered if the group was interested in increased readability.

Ms. Klavon directs the conversation internally, and that she would like to clarify the comments. She asks if someone would like to make a motion to approve pending that the applicant makes the changes, and then pending final acceptance on staff approval.

Mr. Indovina added He added that it could be simpler, and perhaps not use different colors. he believed that the point of the banners were to highlight the shapes of the neighborhoods.

Mr. Brown added that the neighborhoods had carefully considered the colors, as they shared connotations with historical baseball teams.

Mr. Indovina responded that picking one color would assist in readability.

Ms. Klavon stated that many of the suggestions offered earlier should help with readability.

Ms. Briggs suggested standardizing the template, including consideration of color. She added that the 'Old West' theme wasn't doing anything graphically for the banner design, and that it didn't really relate to the region at all.

Ms. Luckett suggested having the neighborhood listed once instead of twice, and that the font of the horizontal element was better than that of the vertical element.

Ms. Slavick clarified the list of changes to:

- Keep color bands
- Make sepia tone flat
- Keep the vertical bands but consider changing the typography to the type used in the horizontal typography
- Emphasize the shape of the neighborhoods, through either color tint or wider boundary
- Keep the park area subdued

Ms. Briggs asked if there was any conflict of interest being that this request was coming from the office of a staff person and that the final decision was going to be handled by staff.

There was consensus that this was not an issue.

Ms. Klavon states that the commission would like to see one more version considering the changes that had been mentioned.

Ms. Slavick moved to grant conceptual and final approval, final approval to be granted after an additional review by staff.

MOTION: To grant Conceptual and Final Approval after one additional staff review.

MOVED: Slavick

SECONDED: Rohr

IN FAVOR: All

OPPOSED: None

CARRIED

D. Director and Staff Reports

Mr. Brown stated that the staff has entered into negotiation with the ArtPGH consultants, and that they are trying to nail down the final scope of work and budget. He has no estimated delivery date of when the contract will be signed.

Mr. Brown continued that one area of the plan will consider procedures and policies of the art commission. The commission will be broken up into groups of 3 or 4 in an attempt to solidify any issues that may be occurring, both problems and triumphs with the commission. This will occur prior to any discussions with the consultant.

Meeting adjourned