

**CITY OF OAKLAND**  
**AGENDA REPORT**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2004 OCT 28 PM 12:02

TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Cultural Arts and Marketing Department  
DATE: November 9, 2004

RE: **RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF OAKLAND AND ROBERT ELLISON IN AN AMOUNT NOT TO EXCEED FORTY-THREE THOUSAND DOLLARS (\$43,000) FOR THE CREATION OF PUBLIC ARTWORK FOR MANDELA GATEWAY.**

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**SUMMARY**

Staff recommends that the City Council approve the recommendations of the artist selection panel, the Public Art Advisory Committee (PAAC), and the Cultural Affairs Commission (CAC) to award artist Robert Ellison a professional services agreement to design, fabricate and install the Mandela Gateway Artwork in an amount not to exceed forty-three thousand dollars (\$43,000).

**FISCAL IMPACT**

The Mandela Gateway public art project is funded from the City of Oakland's percent for art ordinance (Ordinance Number 11066 C.M.S.) and was approved by City Council in the Public Art Annual Plan for Fiscal Year 2003. A professional services agreement in an amount not to exceed forty-three thousand dollars (\$43,000) has been recommended for Robert Ellison to design, fabricate and install public art for the Mandela Gateway mixed-use housing project. Mr. Ellison has completed a design phase agreement as recommended by the Cultural Affairs Commission in the amount of four thousand nine hundred dollars (\$4,900). A professional services agreement for fabrication and installation of the public artwork will be drafted in an amount not to exceed thirty-eight thousand one hundred dollars (\$38,100). The total artwork project budget (\$43,000) will be drawn from the Public Art Organization (code 62511) and within the Public Art Fund (Fund # 5505), within the Miscellaneous Contract Services account (code 54919), and the Public Art Project (code P30510).

**BACKGROUND**

The Mandela Gateway housing project is the critical first phase of revitalization and transit-oriented development to occur along the two blocks on either side of Mandela Parkway. As the first project in the West Oakland Transit Village plan, Mandela Gateway plays a key role as a catalyst for neighborhood development. Mandela Gateway is a 168-unit affordable rental housing development that will open in the fall of 2004. The site is across the street from the West Oakland BART (Bay Area Rapid Transit) Station at the intersection of Mandela Parkway and 7<sup>th</sup> Street. The project, designed by Michael Willis Architects, is sponsored by the Oakland Housing Authority and is being developed by the BRIDGE Housing Corporation (Mandela Gateway

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Associates). This development and its plazas in particular will provide important space for interaction among residents, transit commuters, local businesses and community organizations.

### **KEY ISSUES AND IMPACTS**

The public plazas, designed by PGA Design Landscape Architects, serve as the entrances to the development and the public "gateway" to the Mandela corridor from 7<sup>th</sup> Street and the BART station. In close collaboration with BRIDGE Housing and Oakland Housing Authority, the City of Oakland Public Art Program developed a call for proposals inviting artists to propose artwork that would create a unique and distinctive "gateway" feeling for the Mandela Gateway entrances.

In January 2004 the Public Art Program announced a Request for Proposals to Bay Area artists for the Mandela Gateway Public Art Project. Thirteen proposals were received by the March 18, 2004 deadline.

On April 2, 2004, a selection panel of artists James Gayles, Daniel Galvez, Vickie Jo Sowell and Horace Washington, and community members Delesia Clemons, Stephanie Parrott, Shadrick Small of Oakland Housing Authority and Jesse Wu of BRIDGE Housing, met to review artists' proposals. Advisory panelists were Norm Schneider (non-voting), PAAC representative and panel chair, and Charles Leoni architect, and City staff. After a thorough review of artists' proposals, the selection panel chose four artists to interview. The interview panels were conducted on April 26, 2004. After much discussion of the finalists' proposals and process and a review of their references, the panel chose Sonoma County artist Robert Ellison to recommend for the project commission. The panel was particularly impressed with the imposing size of the sculpture proposed by Mr. Ellison. The panel liked his whimsical style and bright colors, the durability of his work, and his willingness to work with the community in creating the final shapes of this "gateway" themed artwork.

On May 3, 2004 PAAC voted unanimously to accept the selection panel's recommendation. On May 17, 2004 CAC reviewed Mr. Ellison's proposal and recommended that the artist be awarded a design agreement for the amount of \$4,900, instructing Mr. Ellison to work with the neighborhood to understand and represent the broad scope and history of the area. They requested that Mr. Ellison return to CAC with the final design. On October 18, 2004, the CAC approved Mr. Ellison's final design proposal and recommended that City Council authorize a professional services agreement with Mr. Ellison to create the Mandela Gateway public artwork.

Community meetings and outreach activities designed to inform the community about the artwork have included: June 23, 2004 with Mandela Gateway residents and community members at the Acorn community room, 1143 11<sup>th</sup> Street; August 27, 2004 with the Mandela Youth group and elders at the Oakland Housing Authority office, 1545 Willow; September 8, 2004 presentation to West Oakland Project Area Committee (WOPAC) at the West Oakland Senior Center, 1724 Adeline Street; September 15 through October 4 display at the West Oakland Library; October 4 PAAC and October 18, 2004 CAC meeting, and on October 20, 2004, a final community meeting at the West Oakland Senior Center.

## **PROJECT DESCRIPTION**

Robert Ellison, working in large-scale metal sculpture, has created public art commissions throughout the United States over the past 19 years. Mr. Ellison is proposing two separate freestanding sculptures. These pieces will be positioned 50 to 60 feet apart, on either side of Mandela Parkway, and will function as a portal, designating the Mandela Gateway. The base forms of these portals will be slanted and slotted wedges. On top of these wedges are the two halves of a stylized seed pod beginning to sprout – a reference to the renaissance that this housing development is bringing to West Oakland. In respect and acknowledgement of both Nelson Mandela and the community's African American heritage, the design and coloration of the seed pods are inspired by murals appearing on African homes. The slots occurring within the bases will contain inspirational quotations from Nelson Mandela and the community will be involved in the selection of the text. In cooperation with the Mandela Gateway project's landscape architect, additional quotes from Mr. Mandela will be etched into the sidewalk pavers surrounding the sculptures.

The sculpture is titled "Unity." The elevated forms will appear to reach toward one another across Mandela Parkway, providing visual unity. The combination of leaning wedges and reaching, community generated forms will provide an exciting and specific marker for this project that can be appreciated and enjoyed from a wide array of vantage points. The wedge forms will be approximately 9' tall, 6' wide and 2' thick at the widest edge. Scale of the perched elements will be 3' to 5' in height and several feet in width, with the portal sculptures totaling 12 to 14' high. The sculptures will be multicolored and coordinate with the existing selection of color used in the sidewalk tile.

The sculpture material will be full welded and ground A-36 carbon steel plate ranging from 11 gauge to 3/4" thick, depending on the application. The predominant thickness will be 1/4" steel. All edges will be rounded and a minimum of 1/4" in diameter. The entire surface will be ground smooth, sandblasted to bare metal, primed with epoxy and color-coated with catalyzed urethane. The surface treatment will be the same as used on offshore oil rigs and tankers, and will be colorful, smooth and inviting to the touch. It prevents rust, does not corrode in air pollution, defies scratches and chips, and is generally considered to be "maintenance free". Mr. Ellison does his own fabrication in his Sonoma County studio and will fabricate and install the artwork himself.

## **SUSTAINABLE OPPORTUNITIES**

Economic: Community-based public art projects bolster the cultural and civic identity of Oakland. Public artwork integrated into this West Oakland mixed-use development will enhance and enrich the visual environment of the area thereby strengthening the economic value of the community.

Environmental: The artwork will be designed to be compatible with and integrated into the architecture and landscape of the Mandela Gateway development. The artist proposes

the use of a durable steel material in his sculpture and will be painted with a low maintenance epoxy and urethane outdoor paint which does not adversely impact the natural environment of the project site.

Social Equity: The public artwork described in this report adds to the quality of life for all the residents of Oakland, and particularly those who live or work in West Oakland district.

### **DISABILITY AND SENIOR CITIZEN ACCESS**

The sculpture at Mandela Gateway will be accessible and visible to viewers from many outdoor locations. The artwork is ADA compliant and does not create a tripping hazard for senior citizen access.

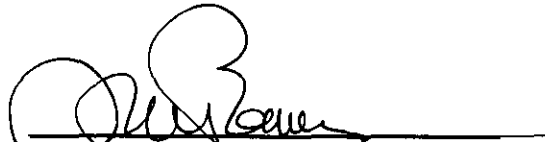
### **RECOMMENDATION AND RATIONALE**

Staff recommends that City Council accept this recommendation and approve the artist Robert Ellison to be awarded a professional services contract in an amount not to exceed forty-three thousand dollars (\$43,000) for the design, fabrication and installation of the Mandela Gateway artwork.

### **ACTION REQUESTED OF THE CITY COUNCIL**

Approve the resolution authorizing a professional service agreement between the City of Oakland and Robert Ellison for an amount not to exceed forty-three thousand dollars (\$43,000).

Respectfully submitted,



DENNIS M. POWER, Director  
Cultural Arts & Marketing Department

Reviewed by: Steven Huss, Public Art Coordinator  
Prepared by: Roberta Babcock, Program Analyst II  
Public Art Program

APPROVED AND FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE:



OFFICE OF THE CITY ADMINISTRATOR

Item: \_\_\_\_\_  
Life Enrichment Committee  
November 9, 2004

# OAKLAND CITY COUNCIL

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

RESOLUTION No. \_\_\_\_\_ C.M.S.



2004 OCT 28 PM 3:42

**RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT  
BETWEEN THE CITY OF OAKLAND AND ROBERT ELLISON IN AN  
AMOUNT NOT TO EXCEED FORTY THREE THOUSAND DOLLARS (\$43,000)  
FOR THE CREATION OF PUBLIC ARTWORK FOR MANDELA GATEWAY.**

**WHEREAS**, the City of Oakland is working with Oakland Housing Authority and BRIDGE Housing in the revitalization and creation of a transit oriented development along two blocks on either side of Mandela Parkway; and

**WHEREAS**, in February 1989, the City of Oakland adopted a Public Art Ordinance (no. 11086 C.M.S.) authorizing the allocation of 1.5% of City capital improvement project costs for the commissioning of public artwork; and

**WHEREAS**, it is the intent of the Public Art Ordinance to provide a means for the City to commission artists to create artwork, which enlivens, enhances, and enriches the visual environment of the City of Oakland; and

**WHEREAS**, on April 2 and April 26, 2004, an eight-member selection panel, consisting of four local artists, two community members, and one representative each from Oakland Housing Authority and BRIDGE Housing, with an advisory body consisting of the project architect, City staff and a member of the City's Public Art Advisory Committee, met to select an artist for the Mandela Gateway development, and by majority vote selected Robert Ellison as their artist of choice; and

**WHEREAS**, on May 3, 2004 the Public Art Advisory Committee voted unanimously to accept the recommendations of the selection panel, and on October 18, 2004 the Cultural Affairs Commission voted to approve Robert Ellison's design proposal for the Mandela Gateway; now, therefore be it

**RESOLVED:** that the City Council hereby authorizes a professional services agreement between the City of Oakland and Robert Ellison, in an amount not to exceed forty three thousand dollars, for the design, fabrication and installation of a public artwork at the Mandela Gateway development; and be it

**FURTHER RESOLVED:** that the City Council hereby authorize the City Administrator or her designated representative as agent of the City to conduct all negotiations, execute and submit all documents, including but not limited to agreements, modifications (with the exception of those related to an increase in compensation), payment request and related actions, which may be necessary for the completion of the aforementioned in accordance with their basic purpose; and be it

**FURTHER RESOLVED;** that the agreement will be approved by the office of the City Attorney and a copy will be on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN and PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_

**CEDA FLOYD**  
City Clerk and Clerk of the Council  
of the City of Oakland, California