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AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Fred Blackwell

SUBJECT: Informational Report on Status of Four
Council-Approved Public Art Projects

DATE: August 16, 2012

City Administrator
Approval

Date

8/30/12

COUNCIL DISTRICTS: 3, 5, 6, 7

RECOMMENDATION

Staff recommends that the Life Enrichment Committee accept this informational report on the artist selection process, award and project status of four pending public art projects for the City of Oakland approved by City Council on July 17, 2012.

OUTCOME

This report is responsive to the Life Enrichment Committee's July 10, 2012 direction to staff to return to the Committee with a status report on these projects.

BACKGROUND/LEGISLATIVE HISTORY

On July 17, 2012, City Council adopted three Resolutions that collectively authorized the City Administrator to enter into professional services agreements with artists to be named by the Public Art Advisory Committee (PAAC) for public art design, fabrication and installation services for the Lakeside Green Streets Project, West Oakland Youth Center, Cesar Chavez Park Improvement & Expansion Project, and MacArthur Boulevard Streetscape Improvement Project without returning to Council. At its meeting of July 10, 2012, the Life Enrichment Committee directed staff to return to Committee on September 11, 2012, to provide a status report on the results of the artist selection and artwork commissioning processes.

As noted in the Cultural Arts & Marketing staff reports to Life Enrichment on July 17, artist recruitment for these four projects began with a Request for Qualifications (RFQ) to Oakland and Bay Area artists, inviting submittals for inclusion in a pre-qualified pool of artists to be considered for various upcoming City of Oakland public art projects. 129 local artists working in a range of media submitted their qualifications, and a peer panel of Oakland arts professionals

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selected 72 finalists to include in the 2011-12 pre-qualified artists pool. On October 3, 2011, the PAAC approved the pre-qualified pool of 72 artists.

Artist selection is a multi-month process, including PAAC approvals. For the four projects approved by Council on July 17, 2012, panels composed of neighborhood and community representatives will review shortlists of qualified artists from the pre-qualified pool. In addition, community members are invited to nominate additional local artists to be considered. The selection process is structured to include a selection of finalists from the shortlist; a project orientation for all finalists to bring them up to speed on the needs, issues, and schedule of the project; and an interview before one artist or artist team is chosen to receive the project commission. The selected artists and their design proposals must be reviewed and approved by the PAAC fabrication and installation of the artwork can proceed.

ANALYSIS

At the time of writing this report, Public Art staff is finalizing artist selection and working to put selected artists under contract with the City for all four projects. The selection process for one project has been completed and selections for the remaining three are underway. Details are provided below. At the 9/11/12 meeting of the Life Enrichment Committee, staff will provide a verbal update covering the period between the submittal of this report and its presentation at the meeting.

Status

1. Lakeside Green Streets Project: The Oakland-based artist team of Wowhaus (artists Ene Osteraas-Constable and Scott Constable) was selected from a shortlist of 20 artists by a community-based panel and approved by the PAAC to develop a seminal site-specific artwork for Snow Park as part of the Measure DD-funded Lakeside Green Streets improvements. The artist team is currently initiating community outreach and developing designs for the project. The project budget is \$200,000.
2. West Oakland Youth Center: A community-based panel has chosen four finalists to be interviewed from a shortlist of 14 artists drawn from the Public Art Program's pre-qualified artist pool. The community panel is scheduled to meet again in late August/early September to interview the finalists and recommend one to receive the project commission to lead youth from the surrounding community, secondary and high schools in the creation of an exterior tile mural for the Youth Center. The project budget is \$75,000.
3. Cesar Chavez Park Improvements & Expansion Project: Staff has contacted volunteer community representatives and scheduled two panel meetings during September, 2012, to select an artist to develop public art for Cesar Chavez Park, at the new 38th Avenue entry plaza and other locations including the stage and performance area and the entrance to the community gardens, as part of park improvements. The project budget is \$60,000.

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4. **MacArthur Streetscape Improvements Project:** Staff has contacted volunteer community representatives and scheduled two panel meetings during September, 2012, to select an artist from a shortlist of 20 qualified candidates to develop a public art project for two gateway structures to be incorporated into the streetscape improvement project. The project budget is \$185,000.

PUBLIC OUTREACH/INTEREST

Neighborhood residents have participated or will participate in the final artist selection panels for these projects. Volunteer panelists were sought through contact with the respective Council offices and City staff in the Office of Neighborhood Investment and Public Works Agency

COORDINATION

The City Attorney's Office and the Budget Office have been consulted in the preparation of this report.

COST SUMMARY/IMPLICATIONS

No new fiscal impact will result from acceptance of this informational report.

SUSTAINABLE OPPORTUNITIES

Economic: The public artworks integrated into the construction projects named above will enhance and enrich the visual environment and public use of their respective facilities, thereby strengthening the economic value of the surrounding communities. Community-based panelists will make the final selection of artists for these projects, drawing from the pre-qualified list of artists approved by the PAAC for consideration for current public art opportunities with the City of Oakland. The selected artists will be based in Oakland or the Bay Area, and will endeavor to hire Oakland artisans and fabricators for any work they cannot personally execute on this project, to the extent that it is reasonably feasible.

Environmental: Artworks will have no adverse impact on the public facilities or surrounding communities. The artists will be required to fabricate all the elements out of materials suitable for heavy public use in exterior settings, without surfaces, edges or protrusions subject to vandalism.

Social Equity: Public artwork will enhance the aesthetic aspects of the respective neighborhoods impacted by these projects, adding to the quality of life for the diverse array of residents and

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visitors that will use these facilities, particularly the residents of the surrounding neighborhoods. These public artworks will be permanent integrated elements of the new or enhanced recreational and social venues and streetscape improvements. These site-specific artworks will help to drive and elevate a sense of community identity.

For questions regarding this report, please contact Steven Huss, Cultural Arts Manager, at 238-4949.

Respectfully submitted,



FRED BLACKWELL
Assistant City Administrator

Prepared by:
Steven Huss, Cultural Arts Manager
Cultural Arts & Marketing