

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

OFFICE OF THE CITY CLERK  
2006 OCT 31 PM 5:42

TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Office of Parks and Recreation  
DATE: October 3, 2006

RE: A Resolution Authorizing The City Administrator To Accept And Express Appreciation For A Gift Of Interpretive Exhibits From The Friends Of Peralta Hacienda Historical Park, A Non-Profit Organization, For An Adobe Alcoves Display Project, With An Estimated Value Of Forty-Seven Thousand Dollars (\$47,000.00), And Authorizing The City Administrator: 1) To Enter Into A Donation Agreement With Friends Of Peralta Hacienda Historical Park For The Interpretive Exhibit; 2) To Enter Into a Contract With A Construction Contractor Selected by Friends Of Peralta Hacienda Historical Park For An Amount Not-To-Exceed One Dollar (\$1) To Install The Exhibit; And, 3) Negotiate And Execute An Amendment To The Existing License Agreement With Friends Of Peralta Hacienda Historical Park Regarding Maintenance Of The Adobe Wall And Alcoves And Interpretive Exhibits For A Period Of Five (5) Years With Two (2) Consecutive Five-Year Options To Renew

---

**SUMMARY**

The implementation of the Master Plan for Peralta Hacienda Historical Park included plans for an historical, interpretive exhibit in the park that would offer the community information about and representations of life in the Fruitvale area during the California Rancho period. Through a grant from the National Endowment for the Humanities, Friends of Peralta Hacienda Historical Park (FPHHP) has developed an interpretive exhibit to be installed in an adobe wall and alcoves that were built as part of the Phase IIIA development of the park.

Staff requests that City Council adopt a resolution authorizing the City Administrator to enter into a donation agreement with FPHHP to accept the gift of the interpretive exhibit, permit the construction of display niches in the existing adobe wall and alcoves, and negotiate and execute an amendment to the existing license agreement with FPHHP governing the maintenance of the adobe wall, alcoves, and the installed interpretive exhibit.

Installation of the interpretive exhibit offers the Oakland community the opportunity to increase awareness of the rich and varied cultural heritage of the Fruitvale District and Peralta Hacienda Historical Park. FPHHP has developed educational programs structured around the historic exhibit that will provide Oakland youth with access to information about the City's unique history and will offer images and models of artifacts to help bring that history alive.

## **FISCAL IMPACT**

Approval of this resolution authorizes the City Administrator to accept a gift from the Friends of Peralta Hacienda Historical Park, valued at approximately \$47,000, for the building and installation of a culturally significant historic exhibit. The City will continue to provide Park Maintenance in the park and in the area around the adobe wall and exhibits. Under the proposed amendment to the license agreement, FPHHP will provide for the maintenance and repair of the exhibit (including security cameras and fencing), and therefore the City will incur no new costs to maintain the exhibit.

It should be noted that this type of maintenance is unique and differs from standard Parks maintenance because it requires expertise in repairing and maintaining replicated artifacts that are housed in the alcoves. Maintenance needs may include re-coating the exhibits with protective coatings suitable for the material, making repairs or rebuilding the exhibits if damaged, and removing graffiti without marring or harming the display. This type of maintenance is not normally performed by City staff and therefore does not have any impact on City maintenance staffing.

If FPHHP were to default on the license agreement or if the license agreement were to be terminated for any reason, maintenance of the exhibits would fall to the City. Costs of that maintenance would be contingent on whether or not the City chose to keep the interpretive exhibit installed.

## **BACKGROUND**

Friends of Peralta Hacienda Historical Park is a grass-roots community group formed in the mid-1970s for the benefit of the Oakland community. Specifically, its purpose is to preserve, restore, interpret, raise funds for, and maintain the Peralta House and property, which was built in 1870 and is the site of the headquarters of Rancho San Antonio.

In 1999, the park was chosen as one of the projects nationwide to receive funding for planning from The National Endowment for the Humanities to revise the former Master Plan, which was over 25 years old. Eminent historians, landscape architects, museum and interpretative experts, educators, FPHHP staff, and community representatives joined with the City of Oakland to develop a new design for this historic landscape, which reflects its regional and national significance, and to begin to plan its interpretive programs. The results of this planning process are reflected in the updated Peralta Hacienda Historical Park Master Plan of 2002. Construction of Phase I and II has been completed. Phase I developed the lower creek level of the park. Phase II provided improvements to the upper level. In addition, under a separate agreement between the City and FPHHP, the Victorian Peralta House was renovated in 2002. The Planning Commission has reviewed and approved the Master Plan update.

Item: \_\_\_\_\_  
City Council  
October 3, 2006

Since the completion of Phase I and Phase II improvements, Phase IIIA Improvements for the upper-park landscaping improvements are substantially complete. The improvements for Phase IIIA include a Multi-Purpose Open-Space Lawn Area with exhibits of California native planting, construction of an approximately nine-foot high historical Adobe Wall, a Playground with unique play animals and exhibits representative of historical interpretation, minor repairs of the existing building at 2496 Coolidge, and park interpretive signage exhibits.

It is within the newly completed Adobe Wall Alcoves that FPHHP is proposing to install the interpretive exhibits.

### **KEY ISSUES AND IMPACTS**

In September 2003, FPHHP successfully applied for and received a grant of \$350,000.00 from the National Endowment for Humanities, to develop the Peralta Hacienda Historic Core Interpretation project. As a result of the grant, FPHHP is now creating and implementing interpretive exhibits for various components of the nationally historic park. FPHHP contracted with an interpretive exhibit designer and developed a set of display exhibits for the recently constructed Adobe Wall Alcoves at the park. The exhibit elements have been fabricated.

The exhibit is composed of four themes each displayed in one of the four alcoves. The themes reflect life during the Spanish settlement of 1800s. The four themes are Home, Land, Work, and Celebration. Attachment A is a rendering and proposed display elements for the four alcove exhibits. The exhibit objects are made of fiberglass and reinforced cast-concrete material finished to represent the objects used during the historical time and treated with anti-graffiti coating to prevent defacement and aid in ease of cleaning.

The current license agreement with FPHHP covers the Peralta House and adjacent community garden and was approved in December 2005 by Council Resolution No. 79309 C.M.S. The license agreement is for an initial period of five years with two consecutive five-year options to renew. Under the proposed amendment to the license agreement, the adobe wall and alcoves would be added as part of the property that the license encompasses, with additional provisions regarding the specialized maintenance requirements of the adobe structure and interpretive exhibits. FPHHP would be required to provide ongoing maintenance and any repair needs that may arise relative to the interpretive exhibit for the duration of the license agreement and any subsequent option periods.

### **PROJECT DESCRIPTION**

The Peralta Hacienda Historical Park is located on Coolidge Avenue in Oakland's Fruitvale neighborhood.

The interpretive exhibits will consist of a theme within each of the four adobe wall alcoves. The exhibits will reflect the type of artifacts relevant to the time period in each of the four areas of life during the 1800s Rancho Period of the Peralta Family settlement. The four themes will include elements such as: 1) Home – Ohlone pounding stone, Ohlone basket, and ceramic pottery used at the time. 2) Land – acorns and leaves used, types of nuts used, and wildlife. 3) Work – types of ranch tools, tallow vat, and arrow heads used. 4) Celebration – foods used for celebration, decorations, and musical instruments. The exhibits are supplemented with text displays. The exhibits will capture the ecological and cultural history of the people who inhabited the region.

In addition to the interpretive elements, security cameras have been installed to monitor the exhibits and retractable fencing will be installed on the alcoves to provide additional security.

### **SUSTAINABLE OPPORTUNITIES**

Economic: All of the improvements to Peralta Hacienda Historical Park benefit the surrounding community by helping to raise nearby property values.

Environmental: The educational programs offered by FPHHP together with the interpretive historical exhibit in the adobe alcoves will highlight the park's environment both historically and in the present day.

Social: The Adobe Alcove Exhibit to the Peralta Hacienda Historical Park project will benefit the residents and children in the Fruitvale neighborhood by providing them with educational and recreational opportunities to learn about their place in the culture and history of California and the United States.

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

The alcoves are accessible to persons with disabilities and senior citizens. The displays will be accessible and meet the requirements of the Americans with Disabilities Act.

### **RECOMMENDATION AND RATIONALE**

Staff recommends that Council authorize the City Administrator to accept and express appreciation for a gift of interpretive exhibits from Friends of Peralta Hacienda Historical Park, a non-profit organization, for the adobe alcoves display project, with an estimated value of forty-seven thousand dollars (\$47,000.00), and authorizing the City Administrator: 1) to enter into a donation agreement with Friends of Peralta Hacienda Historical Park for the interpretive exhibit; 2) to enter into a contract with a construction contractor selected by Friends of Peralta Hacienda Historical Park for an amount not-to-exceed one dollar (\$1) to install the exhibit; and, 3) negotiate and execute an amendment to the existing license agreement with Friends of Peralta


Item: \_\_\_\_\_  
City Council  
October 3, 2006

Hacienda Historical Park regarding maintenance of the adobe wall and alcoves and interpretive exhibits for a period of five (5) years with two (2) consecutive five-year options to renew.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff requests that Council adopt a resolution authorizing the City Administrator to accept and express appreciation for a gift of interpretive exhibits from Friends of Peralta Hacienda Historical Park, a non-profit organization, for an adobe alcoves display project, with an estimated value of forty-seven thousand dollars (\$47,000.00), and authorizing the City Administrator: 1) to enter into a donation agreement with Friends of Peralta Hacienda Historical Park for the interpretive exhibit; 2) to enter into a contract with a construction contractor selected by Friends of Peralta Hacienda Historical Park for an amount not-to-exceed one dollar (\$1) to install the exhibit; and, 3) to negotiate and execute an amendment to the existing license agreement with Friends of Peralta Hacienda Historical Park regarding maintenance of the adobe wall and alcoves and interpretive exhibits for a period of five (5) years with two (2) consecutive five-year options to renew.

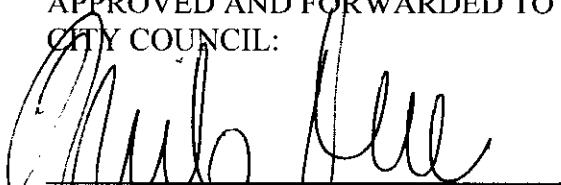
Respectfully submitted,

  
Audree V. Jones-Taylor, Director  
Office of Parks and Recreation

Prepared by:  
Kip Walsh, Assistant to the Director  
Office of Parks and Recreation

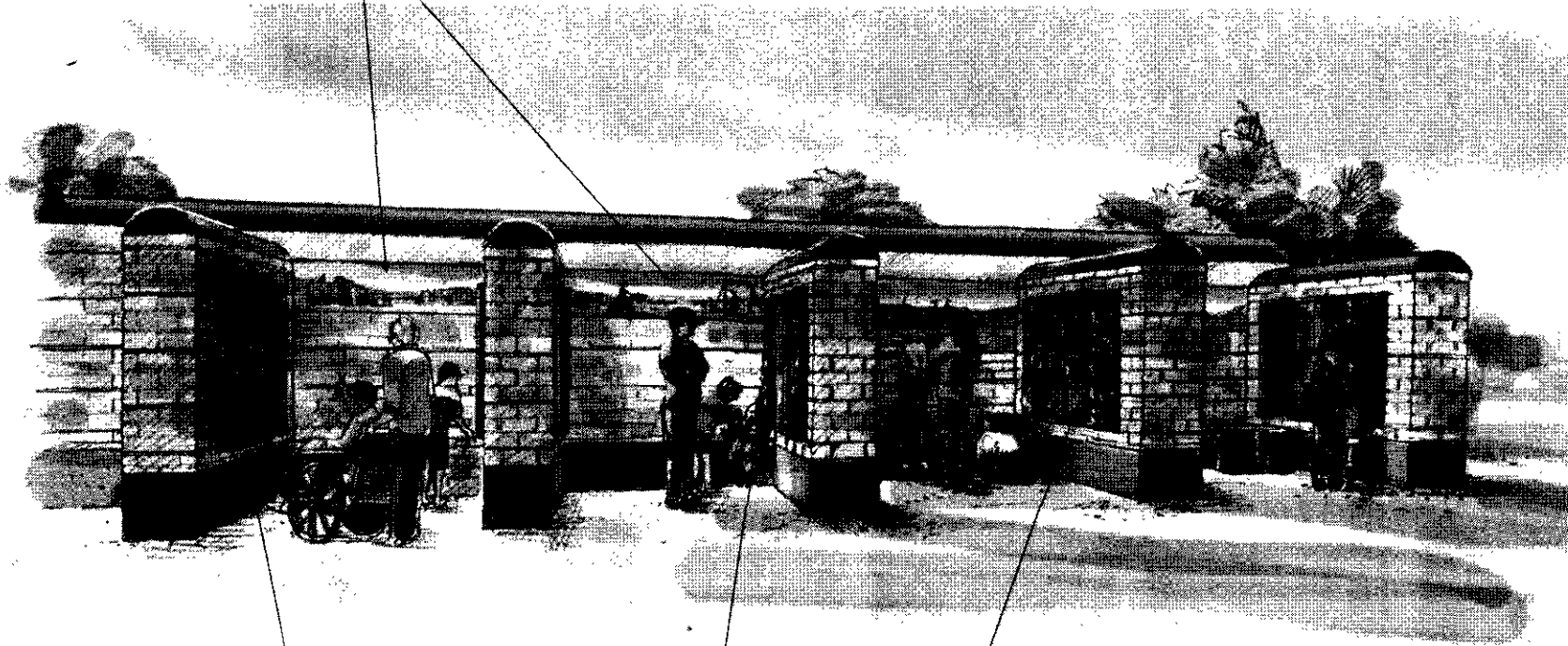
Lily Soo-Hoo, Project Manager  
Public Works Agency

APPROVED AND FORWARDED TO  
CITY COUNCIL:

  
OFFICE OF THE CITY ADMINISTRATOR

Item: \_\_\_\_\_  
City Council  
October 3, 2006

Painted mural: historical scenes of the site.



Community art display:  
Steel mesh structure allows future installation  
of interpretive exhibits.

Bench for seating and sculpture:  
One large primary historical object  
per alcove.

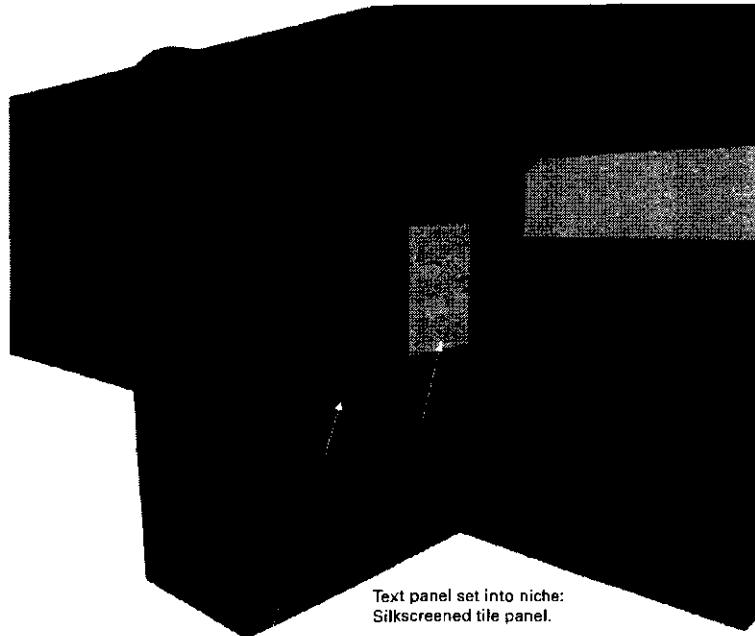
Sculptural object displays:  
Steel cabinets with rust finish.  
Behind the doors, graphic and text displays are installed.  
Straddling doors are bas relief compositions of historical  
objects.

Original concept

Item \_\_\_\_\_  
City Council  
October 3, 2006

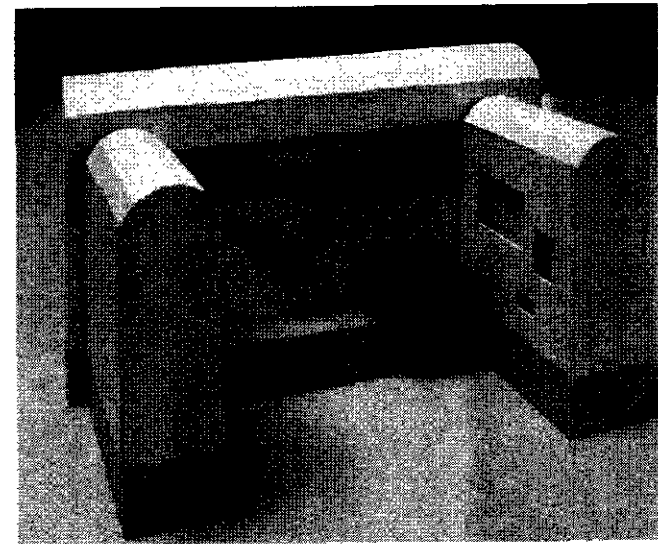
<b>PHHP – Adobe Wall Alcoves Exhibits</b>	<b>GORDON CHUN DESIGN</b>  1796 Fifth Street Berkeley, California 94710 tel 510 843 7855 fax 510 843 1644 www.gc-des.gr .com
23 April 2006	

Wall  
niche  
examples:



Text panel set into niche:  
Silkscreened tile panel.

Sculptural objects set into niches.  
They appear to be embedded in the  
wall, emerging to view.



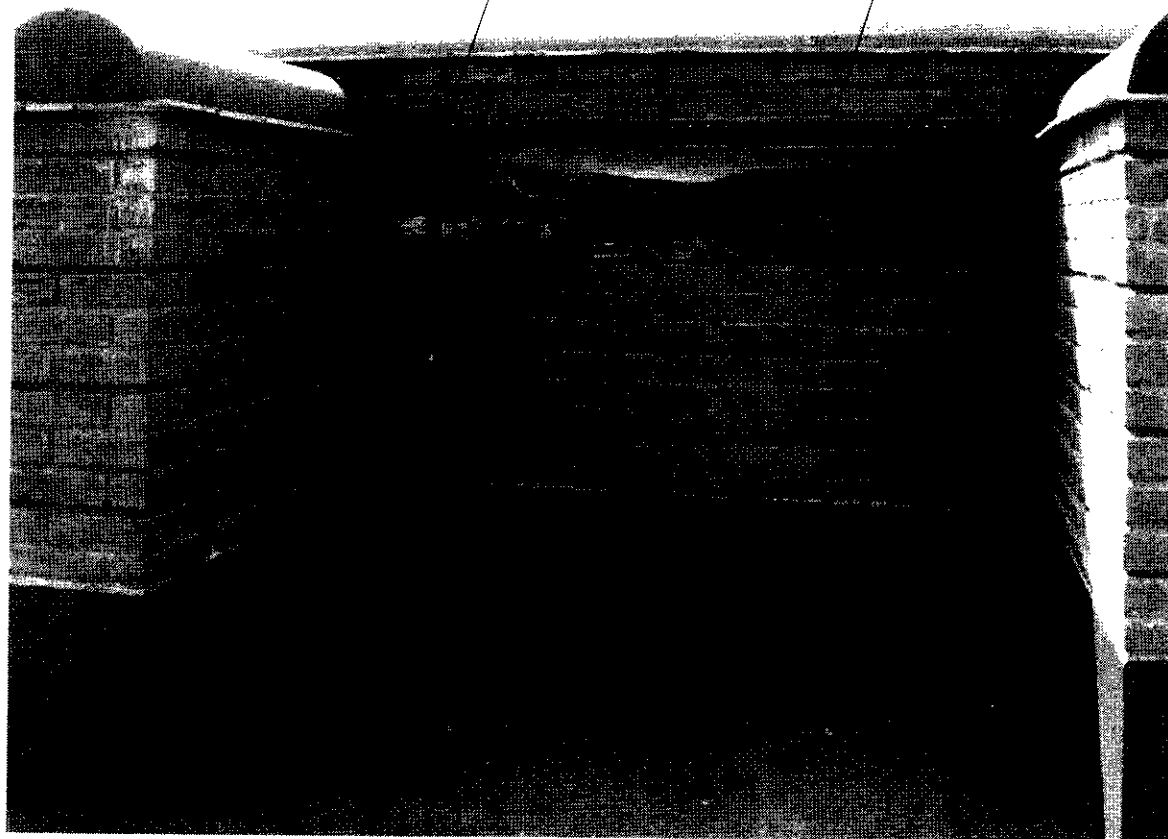
## Revised side wall concept: niches

Item \_\_\_\_\_  
City Council  
October 3, 2006

<b>PHHP – Adobe Wall Alcoves Exhibits</b>	<b>GORDON CHUN DESIGN</b> 1796 Fifth Street Berkeley, California 94710 tel 510 843 7855 fax 510 843 1604 www.gchdesign.com
<b>1 August 2006</b>	

Mural represents the Rancho period of the site (1820-1840).  
Each of the four murals depict 3 months of the year, showing  
seasonal activities and landscape changes.

Frieze tiles represent a Native American pictorial narrative  
corresponding to the months and seasons.



## Mural and frieze

Item  
City Council  
October 3, 2006

<b>PHHP – Adobe Wall Alcoves Exhibits</b>	<b>GORDON CHUN DESIGN</b>
<b>1 August 2006</b>	1796 Fifth Street Berkeley, California 94710 tel. 510 843 7855 fax 310 843 1644 www.gcdesign.com





Mural represents the Rancho period of the site (1820-1840).  
Each of the four murals depict 3 months of the year, showing  
seasonal activities and landscape changes.

## Mural

Item \_\_\_\_\_  
City Council  
October 3, 2006

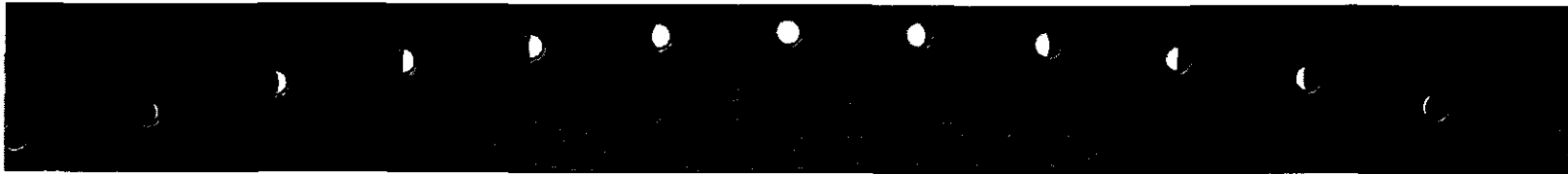
**PHHP – Adobe Wall Alcoves Exhibits**

**23 August 2006**

**GORDON CHUN DESIGN**

1796 Fifth Street  
Berkeley, California 94710  
tel 510 843 7855  
fax 510 843 1644  
www.gcdesign.com

Moon phases represent each month of the year



Illustrations depict Native American activities  
that correspond to each month.

Frieze panels:  
Native American pictorial narrative

## Frieze

Item \_\_\_\_\_  
City Council  
October 3, 2006

<b>PHHP – Adobe Wall Alcoves Exhibits</b>	<b>GORDON CHUN DESIGN</b>
<b>23 August 2006</b>	1796 Fifth Street Berkeley, California 94710 tel 510 843 7855 fax 510 843 1644 <a href="http://www.grdes.gn.com">www.grdes.gn.com</a>

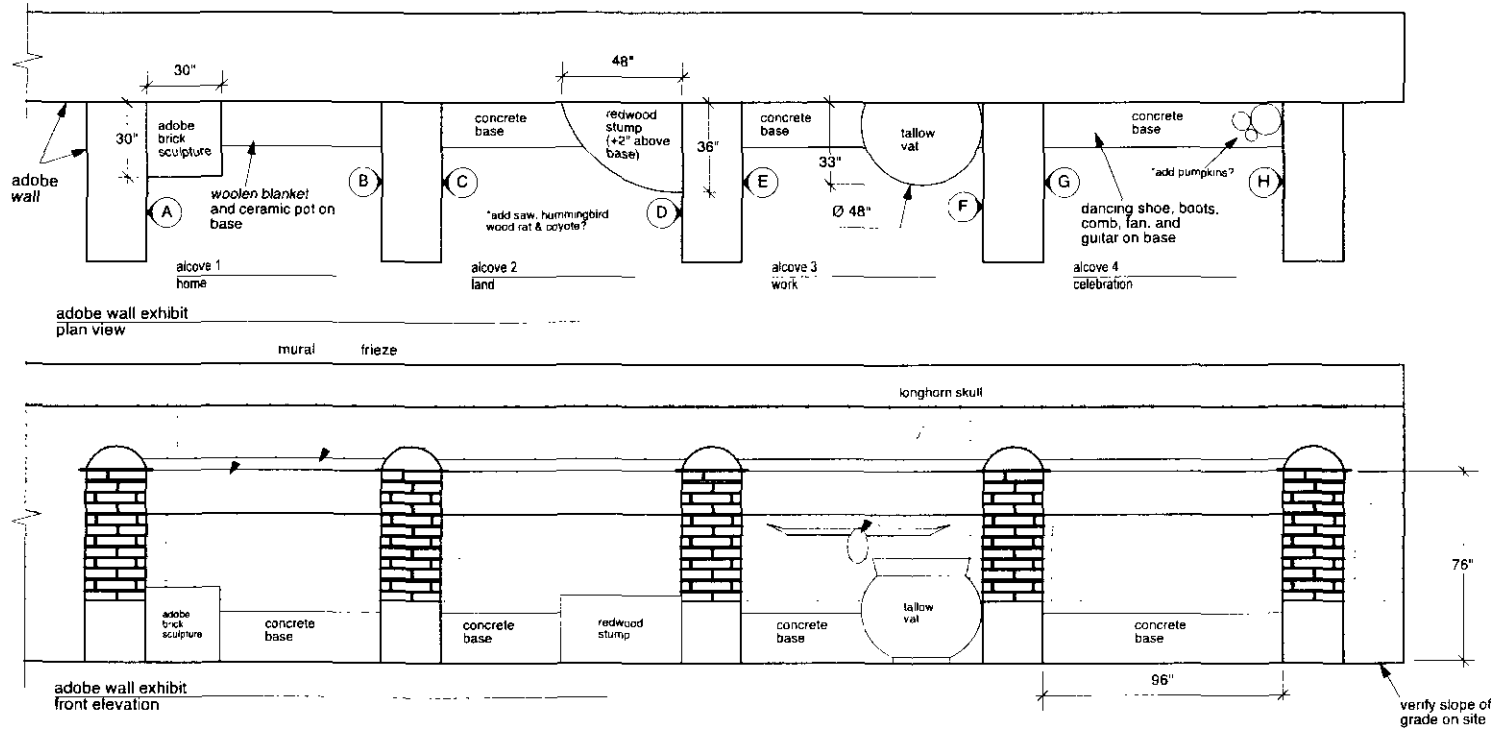


Hand-painted phrases direct onto adobe bricks.  
(Two font options.)

## Questions on brick

Item: \_\_\_\_\_  
City Council  
October 3, 2006

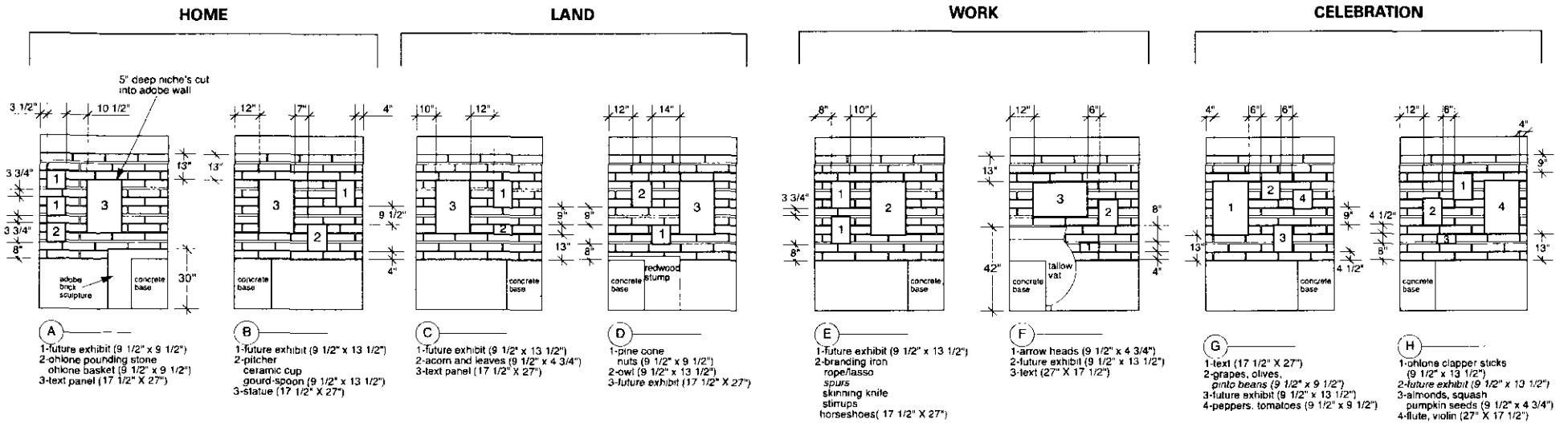
<b>PHHP – Adobe Wall Alcoves Exhibits</b>	<b>GORDON CHUN DESIGN</b>
<b>23 August 2006</b>	1796 Fifth Street Berkeley, California 94710 tel. 510 843 7855 fax 510 843 1644 www.gcdesign.com



Main wall

Item \_\_\_\_\_  
 City Council  
 October 3, 2006

<p><b>PHHP - Adobe Wall Alcoves Exhibits</b></p>	<p><b>GORDON CHUN DESIGN</b></p>
<p>23 August 2006</p>	<p>1796 Fifth Street        Berkeley, California 94710        tel 510 843 7855        fax 510 843 1644        www.gcdesign.com</p>



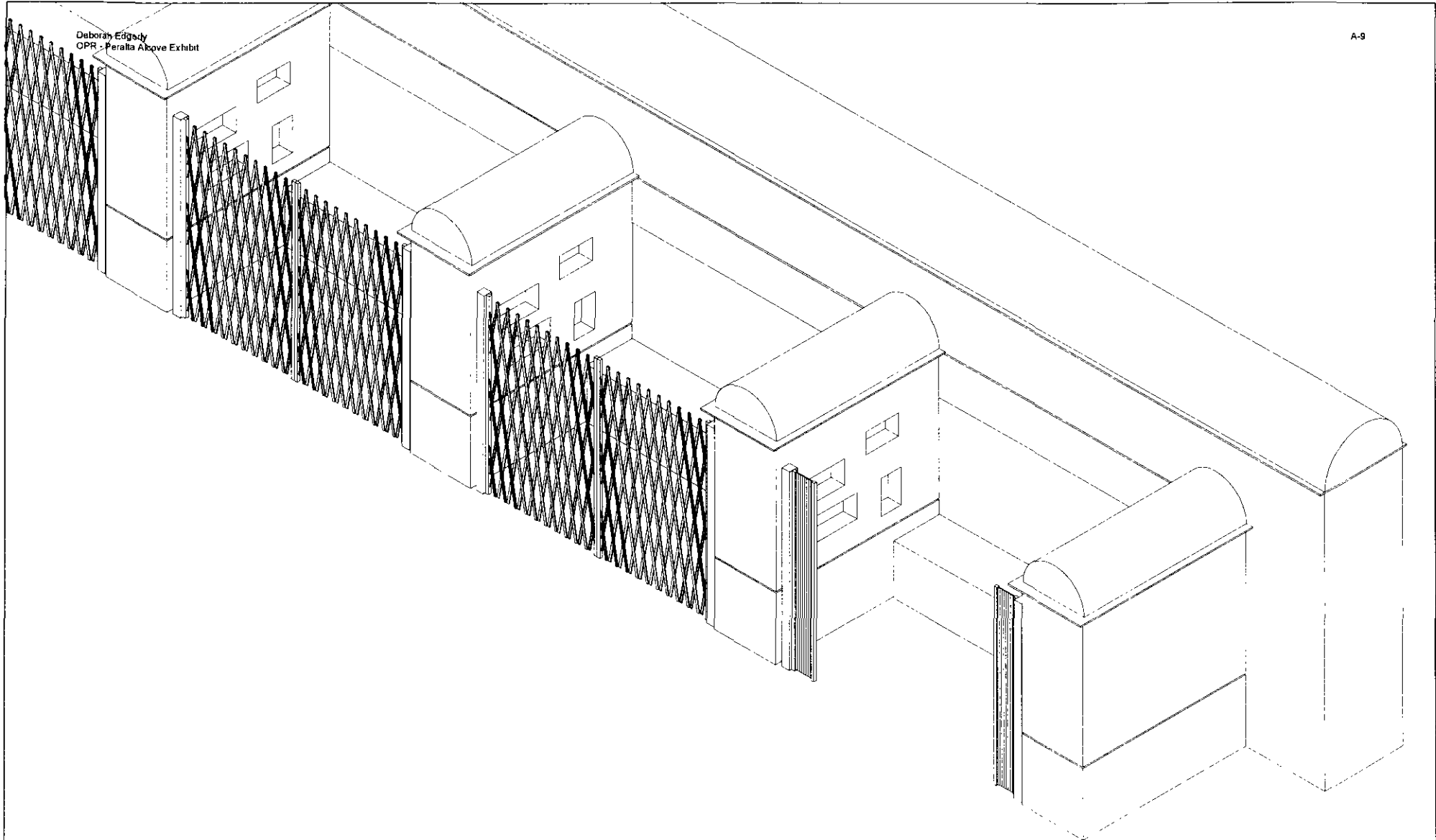
Side walls

Item \_\_\_\_\_  
 City Council  
 October 3, 2006

<p><b>PHHP - Adobe Wall Alcoves Exhibits</b></p>	<p><b>GORDON CHUN DESIGN</b></p> <p>1796 Fifth Street        Berkeley, California 94710        tel 510 843 7855        fax 510 843 1644        www.gcdex.gn.com</p>
<p>23 August 2006</p>	

Deborah Edgely  
OPR - Peralta Alcove Exhibit

A-9



Item  
City Council  
October 3, 2006

page <b>4</b>	scale no scale	drawing title Alcoves with folding gates	GORDON CHUN DESIGN 1796 Fifth Street // Berkeley, CA 94710 tel 510 843-7855 // fax 510 843-1644
	date 9/12/06	x-o Peralta Hacienda Historical Park	

Photograph of the recently completed Adobe Wall and Alcoves  
at Peralta Hacienda Historical Park



2006 SEP 21 PM 3:07:10 **OAKLAND CITY COUNCIL**

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

---

**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ACCEPT AND EXPRESS APPRECIATION FOR A GIFT OF INTERPRETIVE EXHIBITS FROM THE FRIENDS OF PERALTA HACIENDA HISTORICAL PARK, A NON-PROFIT ORGANIZATION, FOR AN ADOBE ALCOVES DISPLAY PROJECT WITH AN ESTIMATED VALUE OF FORTY-SEVEN THOUSAND DOLLARS (\$47,000.00), AND AUTHORIZING THE CITY ADMINISTRATOR: 1) TO ENTER INTO A DONATION AGREEMENT WITH FRIENDS OF PERALTA HACIENDA HISTORICAL PARK FOR THE INTERPRETIVE EXHIBITS, 2) TO ENTER INTO A CONTRACT WITH A CONSTRUCTION CONTRACTOR SELECTED BY FRIENDS OF PERALTA HACIENDA HISTORICAL PARK FOR AN AMOUNT NOT-TO-EXCEED ONE DOLLAR (\$1) TO INSTALL THE EXHIBITS, AND 3) TO NEGOTIATE AND EXECUTE AN AMENDMENT TO THE LICENSE AGREEMENT WITH FRIENDS OF PERALTA HACIENDA HISTORICAL PARK FOR MAINTENANCE OF THE ADOBE WALL AND ALCOVES AND INTERPRETIVE EXHIBITS FOR A PERIOD OF FIVE (5) YEARS WITH TWO (2) CONSECUTIVE FIVE-YEAR OPTIONS TO RENEW**

**WHEREAS**, Peralta Hacienda Historical Park – Phase IIIA Landscape Improvement is a Capital Improvement Program project designated in FY 2001-2003; and

**WHEREAS**, the project construction is substantially complete; and

**WHEREAS**, the Friends of Peralta Hacienda Historical Park, a non-profit organization, through grant funding from the National Endowment for the Humanities, wishes to give the City interpretive exhibits to be installed in the newly completed Adobe Wall Alcoves of the project; and

**WHEREAS**, the interpretive exhibits are in accord with the master plan for the Peralta Hacienda Historical Park project; and

**WHEREAS**, the City wishes to accept the gift from Friends of Peralta Hacienda Historical Park; and

**WHEREAS**, Friends of Peralta Hacienda Historical Park wish to select the licensed contractor that will install the exhibits and the City of Oakland's advertising and competitive bidding requirements are not triggered because the expenditure of City funds is *de minimus*; and

**WHEREAS**, the City lacks the equipment and qualified personnel to perform the necessary work and the City Council finds and determines that the performance of this contract is in the public interest because of economy; and

**WHEREAS**, the City Council finds and determines that the performance of this contract shall not result in the loss of employment or salary by any person having permanent status in the competitive services; now therefore, be it



**RESOLVED:** That the City Council accepts a gift of interpretive exhibits for the Peralta Hacienda Historical Park Adobe Alcove area of the Phase IIIA Landscape Improvement Project (Project No. C196710) with an estimated value of forty-seven thousand dollars (\$47,000.00), from the Friends of Peralta Hacienda Historical Park and authorizes the City Administrator, or her designee, to enter into a donation agreement with the Friends of Peralta Hacienda Historical Park for the interpretive exhibits; and, be it

**FURTHER RESOLVED:** That the City Council hereby authorizes the City Administrator, or her designee, to enter into a contract not-to-exceed \$1 with a construction contractor selected by the Friends of Peralta Hacienda Historical Park to perform the installation services in accord with drawings, plans, specifications and details prepared by Friends of Peralta Hacienda Historical Park; and, be it

**FURTHER RESOLVED:** That the City Council hereby authorizes the City Administrator, or her designee, to negotiate and execute an amendment to an existing license agreement between the Friends of Peralta Hacienda Historical Park and City of Oakland for Friends to maintain and repair the interpretive exhibits for a period of five (5) years with two (2) consecutive five-year options to renew; and, be it

**FURTHER RESOLVED:** That the City Administrator, or her designated representative, is hereby authorized to approve and execute any subsequent agreement, amendments, modifications, or extension of agreements, within the City Administrator's contract authority, related to the improvements under this Resolution, except to the extent that such amendments or extension of agreements involve unbudgeted costs;

**FURTHER RESOLVED:** That any agreements authorized hereunder, including amendments, modifications, or extensions, shall be approved as to form and legality by the Office of the City Attorney and filed with the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2006

PASSED BY THE FOLLOWING VOTE:

AYES - BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG, AND PRESIDENT OF THE COUNCIL DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council of  
the City of Oakland, California