

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

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2004 JUL -1 PM 2:03

TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Office of the City Administrator  
DATE: July 13, 2004

**RE: RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF OAKLAND AND ROBIN MUREZ IN AN AMOUNT NOT TO EXCEED NINETY THOUSAND DOLLARS (\$90,000) FOR THE CREATION OF PUBLIC ARTWORK FOR THE OAKLAND CHILDREN'S ZOO.**

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**SUMMARY**

Staff is recommending that the City Council approve the artist selection panel recommendation to award the artist Robin Murez a professional services contract for an amount not to exceed ninety thousand dollars (\$90,000) for the creation of public art for the Oakland Children's Zoo.

**FISCAL IMPACT**

The Oakland Children's Zoo project is funded from the City of Oakland's 1.5 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 Contract for an amount not to exceed ninety thousand dollars (\$90,000) has been recommended with Robin Murez to create public art for the Oakland Children's Zoo. Staff has implemented a two-part contract with the artists; a design services contract for the amount of fourteen thousand nine hundred ninety-nine dollars (\$14,999) and a fabrication and installation professional services contact for the remainder seventy five thousand and one dollars (\$75,001). The project funds were derived from Measure K 1997C, 2000D and will be funded from the Public Art Fund # 5505.

**BACKGROUND**

In the Fall of 2003 the Oakland Zoo began an eight million dollar (\$8,000,000) renovation of the Children's Zoo which will update and expand the exhibit areas by one-third. Improvements to the Children's Zoo are being coordinated by a design team led by Moore, Iacofano, Goltsman Inc (MIG).

Public Art Program announced a Request for Qualifications in early Spring 2003 and received 115 applications. A selection team of artists and art professionals Foad Satterfield, Suki O'Kane and Kaoru Kitagawa and community members Ann Warner and Debby Baldwin met on June 27, 2003 to review all the artists' qualifications and slides. The advisory/technical body consisted of two members from the Public Art Advisory Committee, the landscape architect, the Oakland Zoo Director and City staff. After a review of all the applicants they agreed upon five artists to

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interview. The artists were interviewed on July 29, 2003 and after references were reviewed a selection was made. The selection panel recommended the artist team of Robin Murez and Bob Cassilly. On September 8, 2003 the Public Art Advisory Committee reviewed the recommendation of the selection panel and unanimously agreed to forward this recommendation to Cultural Affairs Commission for approval. On September 15, 2003 a presentation was made to the Cultural Affairs Commission and the commission unanimously approved the selection of Robin Murez and further approved proceeding with a design agreement to create the public art.

Over a period of four months, Robin Murez has had a series of design meetings with the Oakland Zoo staff, architect, and project management team. With each series of meetings the artist would refine her proposal according to the discussion of the team. With final design proposal in hand, Ms. Murez met the last week of April with Dr. Parrott, Director of the Oakland Zoo, Children's Zoo project team, Zoo Planning Chair and Zoo Board Members. Her design concept, selection of materials and proposal has been enthusiastically supported. On May 3, 2004 the design proposal was reviewed and unanimously approved by Public Art Advisory Committee. On May 17, 2004 the Cultural Affairs Commission was presented the final design proposal and gave it unanimous approval.

### **KEY ISSUES AND IMPACTS**

The Public Art staff have worked extensively collaborating with the Oakland Children's Zoo project team, the education and environmental teaching staff, docents, the landscape architects in order to engage the best artist possible. The artist selection panels were open and accessible to the public. The artist selection panel included artists, educators, environmentalists and zoo professionals in addition to project team advisors. Final proposal presentations have been made to the Zoo Board and the Zoo Planning Board. Finally the Public Art Advisory Committee and Cultural Affairs Commission heard and approved the artist's final design proposal in regular public meetings on May 3 and May 17, 2004 respectively.

### **PROJECT DESCRIPTION**

Robin Murez is concentrating the majority of the proposed artwork on the main plaza entrance of the Children's Zoo. The artwork will consist of 20 cast bronze "blades" approximately 10-12ft. high. The scale of the blades are intentionally abstract and are designed to tilt the perception of the children visiting the zoo. The blades will be textured and organic to the feel and over time will develop a wonderful luster with touching. Around the blades will be imbedded cast bronze "bugs" which form trails around some of the blades, down the walks and over the rocks. (These bug details will be re-introduced throughout the Children's Zoo to create interest and surprise.) Surrounding the blades Ms. Murez has proposed an undulating snake which conveniently becomes a form for people to sit on or children to play. The seating will be iron re-inforced

"shot" concrete. These snake figures will be sculpted on-site. Also in this plaza entrance area will be 36 very large scale (24" diameter) eggs shaped from concrete and placed in and around the plaza and at the mouth of a water element that feeds into the children's zoo natural habitat. These egg shapes can form functional sitting for the tired visitor or cause a person to stop, look and wonder. Ms. Murez has proposed similar sculptures for the other, smaller entrance, so that the materials tie together in a consistent design. Additionally Ms. Murez is working closely with the Landscape Architect about design concepts for the commons area.

*Vision Statement:* The artwork in this installation sets the stage: *an imaginary natural environment*. We do not know the exact scale nor precisely what the objects are. But we are inspired to look and wonder. It allows the visitor to be creative in imagining what this place might be and how an animal might behave within. It rewards close observation with the discovery of hidden treasures. It inspires investigation of visual details and animal behaviors. It sets the tone for discovery within the new Children's Zoo.

## **SUSTAINABLE OPPORTUNITIES**

*Environmental:* The artwork will be designed to integrate into the natural contour of the entrance to the Children's Zoo. The artist is working closely with the landscape architect, the zoo education and environmental teachers and the Zoo Director in order to create artwork that makes a statement about man's relationship to our environment. The materials used in the sculptures are cast bronze and shot concrete, which are very durable, low maintenance and are not considered detrimental to the environment. The concrete frog eggs and undulating snake forms become "functional art" as they create seating areas and play forms for the zoo patrons.

*Economic:* Creating interesting artwork for the Oakland Zoo bolsters the cultural and civic identity of Oakland, fortifying the City and the Oakland Zoo as a destination, and enhancing, enriching and enlivening the visual environment of the area.

*Social equity:* The public artwork described in this report adds to the quality of life for all residents of Oakland, and particularly those who visit the Oakland Children's Zoo.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

The entrance to the Oakland Children's Zoo will be completely accessible to people with disabilities and senior citizens.

**RECOMMENDATION(S) AND RATIONALE**

Staff recommends that the City Council approve the resolution authorizing a professional services agreement for an amount not to exceed ninety thousand dollars (\$90,000) for the creation of public artwork at the Oakland Children's Zoo.

Paying careful attention to upholding the public trust in the selection and commissioning of public artwork, the Public Art program has made efforts to reach out into the educational community, develop an open, public selection process and a thorough and thoughtful consideration of artist applications for the Oakland Children's Zoo.

**ACTION REQUESTED OF THE CITY COUNCIL**

Approve the resolution authorizing a professional services agreement between the City of Oakland and Robin Murez for an amount not to exceed ninety thousand dollars (\$90,000).

Respectfully submitted,



**Dr. Dennis M. Power,  
DIRECTOR, Cultural Arts & Marketing**

Prepared by:  
Roberta Babcock, Program Analyst II  
Public Art Program

APPROVED AND FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE:

*for Cheryl A. Thompson*  
**OFFICE OF THE CITY ADMINISTRATOR**

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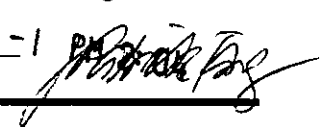
# OAKLAND CITY COUNCIL

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

INTRODUCED BY COUNCILMEMBER \_\_\_\_\_

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2004 JUL -1



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**RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF OAKLAND AND ROBIN MUREZ IN AN AMOUNT NOT TO EXCEED NINETY THOUSAND DOLLARS (\$90,000) FOR THE CREATION OF PUBLIC ARTWORK FOR THE OAKLAND CHILDREN'S ZOO.**

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**WHEREAS**, the Oakland Zoo is in the process of updating and expanding the Children's Zoo with funds derived from Measure K and special fundraising, 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 Ordinance to provide a means for the City to commission artists to create artwork, which enlivens, enhances, educates and enriches the visual environment of the City of Oakland; and

**WHEREAS**, on July 29, 2003 a five-member artist selection panel, consisting of two local artists, one art professional and two community members, with an advisory body consisting of the landscape architect, two Public Art Advisory Committee members, Zoo Director and City staff, met to select an artist for the Oakland Children's Zoo public art opportunity and by a majority vote selected the team of Robin Murez and Bob Cassilly as their artist of choice; and

**WHEREAS**, On September 8, 2003 the Public Art Advisory Committee reviewed and unanimously approved the recommendations of the selection panel and on September 15, 2003 the Cultural Affairs Commission reviewed and unanimously approved the recommendations of the Public Art Advisory Committee; and

**WHEREAS**, On January 19, 2004 the artist entered into a professional services agreement to develop a design proposal for the entrance to the Oakland Children's Zoo; and

**WHEREAS**, After many meetings and project revisions the Oakland Children's Zoo project team approved the finished design proposal in April of 2004; and

**WHEREAS**, On May 3, 2004 the design proposal was reviewed and unanimously approved by the Public Art Advisory Committee and on May 17 the final design proposal was presented to Cultural Affairs Commission and was unanimously approved; now therefore, be it

**RESOLVED**, that the City Council hereby authorize a professional services agreement between the City of Oakland and Robin Murez, in an amount not to exceed ninety thousand dollars (\$90,000), for the design, fabrication and installation of the public artwork at the Oakland Children's Zoo, and be it

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**FURTHER RESOLVED**, that the City Council hereby authorize the City Manager or his 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 contract 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, \_\_\_\_\_, 19\_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

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

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of the City of Oakland, California

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