

CITY OF OAKLAND
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND
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To: Office of the City Manager
Attn: Deborah Edgerly
From: Cultural Arts & Marketing Department
Date: January 13, 2004

**Re: RESOLUTION TO ADOPT THE PUBLIC ART ANNUAL PLAN FOR
CALENDAR YEAR 2004**

SUMMARY

The City's Public Art Ordinance requires the Cultural Arts & Marketing Department to submit a Public Art Annual Plan for approval to the City Council, which describes a prioritized list of public art projects to be undertaken in the course of the year. The following Public Art Annual Plan for Calendar Year 2004 identifies in-progress current and prior year projects and recommends new public art projects to be initiated in the calendar year.

FISCAL IMPACTS

Public art projects are funded through the City of Oakland's Percent for Art Ordinance (Ordinance Number 11086 C.M.S.) and the Oakland Redevelopment Agency Resolution (Resolution Number 89-8 C.M.S.), which authorize the allocation of 1.5% of capital improvement project costs for the commissioning of public artwork. These monies are set aside in the Public Art Fund. There is no fiscal impact on the General Fund.

BACKGROUND

Each year, Public Art Program staff in the Cultural Arts & Marketing Department (CAM) reviews City of Oakland and Oakland Redevelopment Agency (ORA) capital improvement projects to identify funding sources for public art. Working with staff from other City departments and agencies, staff evaluates the appropriateness of implementing public art projects at these sites. Staff works closely with members of the Public Art Advisory Committee (PAAC) to prioritize and recommend sites for the development of new public art projects, in the form of a Public Art Annual Plan. This Plan is recommended to the Cultural Affairs Commission and the City Council for approval.

On December 1, 2003, the Public Art Advisory Committee unanimously recommended approval of the Public Art Annual Plan for CY 2004. On behalf of PAAC, staff is forwarding the Annual Plan to the City Council for approval.

The Annual Plan for the CY 2004 focuses on several of the Mayor and City Council goals for FY 2003-05. Specifically:

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- The Annual Plan focuses on initiating public art projects at City facilities in a variety of neighborhoods, in keeping with Goal #3 (Improve Oakland neighborhoods), and Goal #5 (Maintain and enhance Oakland's physical assets);
- The Annual Plan continues the implementation of a public art collection survey, initiated in CY 2003, in keeping with Goals #5 and #6 (Maintain and enhance Oakland's physical assets; and Model best practices to improve customer service and to be a fiscally sound and efficiently run city);
- The Public Art Program encourages community engagement in the development of public art projects, from the artist selection process through the development of artwork opportunities, and in some instances in the hands-on engagement in the art-making process. The general mission of the Program inspires creativity and civic engagement, which is aligned with Mayor and City Council Goal #7.

KEY ISSUES & IMPACTS

Continued Emphasis on Public Art in Oakland's Neighborhoods

In 2003, the Public Art Program emphasized the need to undertake new projects in the neighborhoods of Oakland, to reach residents and visitors in a variety of public spaces that they frequent or visit. However, because public art funding is derived from capital improvement project (CIP) allocations, there are certain geographic limitations as to how public art dollars are spent, based on where CIPs are initiated. It is the hope that new public art projects can be planned for several different neighborhoods each year. In this way, over the course of a 2-3 year period, we will realize new public art commissions across the City and across Council Districts.

Public art projects initiated in 2003 included the Oakland Children's Zoo, the *Oceanus* mural restoration in Rockridge, two public art projects at the Fruitvale Pedestrian Plaza, Mandela Gateway in West Oakland, and the Bella Vista Park project in the Upper San Antonio.

In keeping with this goal, which is aligned with the Mayor and City Council goal of improving Oakland's neighborhoods (Goal #3), the Annual Plan for CY 2004 proposes new public art projects for the Fruitvale district, West Oakland, Central East Oakland, and the Woodminster/Joaquin Miller area. In addition, the Open Proposals Program will be launched in collaboration with the Cultural Funding Program, which will enable artists and community organizations throughout the City to apply for grant funding (that is not restricted by geographic limitation) to create temporary and permanent public art projects. Emphasis will be placed on dispersing projects as widely as possible throughout all districts within the City of Oakland.

Comprehensive Maintenance Plan: First Step, a Public Art Collection Survey

A key responsibility for the Public Art Program is the maintenance of the artworks in its collection, which is aligned with the Mayor and City Council goal to maintain and enhance Oakland's physical assets (Goal #6). Although responsibility for day-to-day maintenance, such as dusting and light washing, falls within the regular maintenance care of the facility where the art is located, the Cultural Arts & Marketing Department assumes responsibility for periodic maintenance and conservation measures and, if needed, for repair and restoration.

A thorough understanding of the public art collection will allow for the development of an appropriate, efficient and well-coordinated plan for artwork maintenance. As a critical first step, the Public Art Program has begun the undertaking of a public art collection survey. This survey was proposed in the scope of work for CY 2003, and is proposed to continue into CY 2004. Already, more than 25 projects have been thoroughly documented. Once completed, a public art collection survey will enable the Department to undertake artwork condition assessments to identify any needed conservation or restoration measures; to develop informational and marketing materials about the collection; and to attract outside funding to support the restoration of artwork.

Ongoing Care of the Public Art Collection: Implementing the Artwork Maintenance Fund

The ongoing need for maintenance and conservation of public artworks requires adequate funding. A goal identified in last year's Annual Plan was to develop an Artwork Maintenance Fund that is held within the Public Art Fund, which should be used to fund necessary repair, restoration, conservation and other maintenance requirements for the public artwork in the City's collection (excluding works owned by the Oakland Museum). This Artwork Maintenance Fund was established in the spring of 2003 with an initial allocation of \$81,600, derived from setting aside a portion of each public art project budget (approximately equal to 5%) to cover the future costs of maintenance and conservation.

Two maintenance projects were completed in CY 2003 with these Artwork Maintenance Funds: the repair and restoration of a 1953 painting by renowned artist Ralph Fasanella, which has been displayed in the Main Library since 1993; and repair to the *Vitality* sculpture and fountain following an automobile accident which damaged the fountain basin.

For CY 2004, the Public Art Program staff recommends completion of the public art collection survey, and through that process, the identification of City-owned public art projects that are in critical need of repair and/or restoration. These repair projects will be prioritized in consultation with the Public Art Advisory Committee before funds are allocated for such work.

PLAN DESCRIPTION

The following table summarizes completed, on-going, and proposed public art projects, followed by more detailed information about each.

CY 2004 Public Art Annual Plan Overview

Project	Neighborhood	Allocation
Projects Completed in CY 2003		
1. Fire Station 8	Temescal	\$ 46,000
2. BART Entrances redesign	Downtown	\$ 172,000
3. AAMLO	Downtown	\$ 118,000
4. Arts Partnership Murals Project <i>Special Initiative Funding; no impact on Public Art Fund</i>		
a. Oceanus mural restoration	Rockridge	\$ 4,999
b. Art & Soul murals	various	\$ 6,300
c. Oakland High mural project	Bella Vista	\$ 4,999
5. Artwork Maintenance Program		
a. Fasanella painting restoration	portable	\$ 1,600
b. Vitality repair	Downtown	\$ 2,885
Total		\$ 356,783
Public Art Projects in Planning Phase in CY 2003 (Artist Selection in CY 2004)		
1. Mandela Gateway	West Oakland/7th Street	\$ 50,000
2. Rockridge Greenbelt	Rockridge	\$ 6,750
3. Bella Vista Park	Bella Vista/ Upper San Antonio	\$ 19,500
4. Latham Square	Downtown	\$ 136,000
5. Open Proposals Program	various	\$ 66,000
Total		\$ 278,250
Public Art Projects In Progress in CY 2004		
1. Coliseum Intercity Rail Station	Coliseum area	\$ 63,000
2. I-880	Downtown/Jack London Sq	\$ 250,000
3. Memorial Park <i>PWA funds; no impact on Public Art Fund</i>	West Oakland/Prescott	\$ 0
4. Oakland Zoo	Zoo/Knowland Park	\$ 100,000
5. Fruitvale Pedestrian Plaza (2 projects) <i>PWA funds; no impact on Public Art Fund</i>	Fruitvale	\$ 72,000
6. Artwork Maintenance Program		
a. Collection Survey	City-wide	\$ 7,500
b. BART entrances maintenance	Downtown	\$ 3,000
7. Arts Partnership Murals Project <i>Special Initiative Funding; no impact on Public Art Fund</i>	various	\$ 13,000
Total		\$ 508,500

CY 2004 Public Art Annual Plan Overview (cont.)

Project	Neighborhood	Allocation
Proposed Public Art Projects to Begin in CY 2004		
1. Carmen Flores Rec Center	Fruitvale	\$ 27,285
2. Greenman Field	Central East Oakland	\$ 24,000
3. West Oakland Multi-Use Center	West Oakland	\$ 3,400
4. Woodminster Amphitheater	Woodminster/Joaquin Miller	\$ 2,100
5. Measure DD Projects	various	as of yet unknown
6. Open Proposals Program	various	\$ 8,500
Total		\$ 65,285 minimum
Other Potential Projects		
1. Telegraph Ave. Streetscape	Uptown	not yet determined
2. Peralta Hacienda Park	Upper Fruitvale	\$ 13,200
3. San Antonio Park	San Antonio	\$ 8,000
4. Police Administration Bldg.	Downtown/Jack London Sq	\$ 90,000
5. Fruitvale Gateway	Fruitvale	\$ 48,000

Public Art Projects Completed in CY 2003

1. Fire Station 8 (\$46,000), Temescal

The public art component for the new Fire Station 8 facility, located at 463 51st Street, was dedicated on January 24, 2003, following a rigorous timeline. Local artist Jeff Norman created a *History Walk* at the main public entrance, which uses images and text to describe pertinent dates and events in the history of the community and the fire station. Mr. Norman also designed a detailed color brochure, *Timeline/Lifeline*, which gives readers a more intimate understanding of the history of the fire station and how it has functioned within the community.

2. BART Entrances redesign (\$172,000, including \$40,000 of BART funds), Downtown

San Jose artist Diana Pumpelly Bates was commissioned for a public art project to enhance the appearance of three BART station entrances near the intersection of 14th & Broadway in downtown Oakland. Her work, titled *Coming and Going from Sun Up to Sun Down*, consists of murals on the station walls at either side of the three entrances, as well as a stainless steel sculpture at the station entrance next to DeLauers Newsstand. Although many components were installed in late 2002, final project details were completed in the spring 2003, with a public dedication ceremony held on July 15, 2003.

3. African American Museum and Library, Oakland (AAMLO) (\$118,000), Downtown

The artist team of Daniel Galvez, a large-scale public muralist, and Patricia Montgomery, a quilt artist, combined their talents to create a series of three large mural panels for the historic facility that is home to AAMLO. Galvez and Montgomery created an artwork that integrates design and pattern elements of contemporary African American quilt-making and historical imagery into the traditional format of large-scale murals. The overall mural composition highlights architectural features of the library's interior. The concept for the artwork responded to the community's desire to have murals that reflect AAMLO's mission and are sensitive to the historic character of the building. The murals were publicly dedicated on October 4, 2003. In addition, the Public Art Program acquired the quilt created by Montgomery as the basis for the murals; the quilt is planned for permanent display at AAMLO.

4. Arts Partnership Murals Project (\$16,298 in Special Initiatives Funding; no impact on the Public Art Fund)

In 2001, CCAD undertook a program of temporary mural commissions to enhance the appearance of blighted areas or construction sites, while providing opportunities for local artists and communities to work together to express something of themselves. Six projects were undertaken as part of this program in 2003:

- a. Oceanus mural restoration (\$4,999), Rockridge: *Oceanus*, a 3,000 sq ft mural located on the Highway 24 underpass at Claremont and Hudson, was originally created in 1977 by muralist and teacher Gary Graham with students from Vista and Laney Colleges. For the past few years, the community had become increasingly concerned the mural would be lost due to

graffiti. This summer, Gary Graham, artist/restorer Joel Blondeau, and other fellow artists oversaw a broad community effort to restore and repaint the mural. The collaborative project involved: the Public Art Program, which provided funding to lead artist Gary Graham, mural paint and on-site support; Public Works Maintenance Services Division, Street Cleaning/Graffiti Abatement group, which volunteered assistance and resources for cleaning the mural surface and then protected the completed mural with anti-graffiti coating; and the Rockridge Community Planning Council and a host of Rockridge volunteers who provided hours of labor under Graham's direction, lodging for the artists, and secured funding and in-kind contributions of materials, paints, brushes, and food for the volunteers. The restored mural was dedicated on September 20, 2003.

- b. Art & Soul murals (\$6,300): Over Labor Day weekend, East Bay artists and arts organizations Juana Alicia Montoya, Jamie Morgan, Paul Owns the Sabre/Intertribal Friendship House, and Favianna Rodriguez/Visual Element of Eastside Arts Alliance worked with festival participants to create over 200 feet of diverse and colorful murals. Additional funding was provided by the CAM Marketing Division for materials and labor, and McClier Construction donated the wood paneling. Public Art staff is currently working with Council and CEDA staff to find appropriate locations in Districts four and six to display three of the mural series. The fourth, created by the Intertribal Friendship House, is displayed at their facility on International Boulevard in the Eastlake district.
- c. Oakland High Mural Project (\$4,999), Bella Vista: Oakland artist and teacher Keith Williams was commissioned to work with Oakland High students on a specially-designed curriculum that engaged the students in photographing their neighborhood and important role models; keeping sketch books and daily journals; creative writing activities including poetry, expository writing, group writing, and theatrical monologues; and in the design and execution of murals that centered on the theme of peace. Taking the project as inspiration, the students also created a video, posters, and even integrated the murals into a stage set design. Staff is currently working with Keith Williams, the students, and CEDA staff to find an appropriate location to display the mural. This project was undertaken in partnership with ProArts Gallery.

5. Artwork Maintenance Program (\$ 4,485)

- a. Fasanella painting restoration (\$1,600): The 1953 painting by renowned artist Ralph Fasanella was acquired by the Public Art Program in 1990 and has been displayed at the Main Library since 1993. The painting was originally purchased with additional contributions from Union Local 790 as part of the national "Public Domain" project, which sought to take Fasanella's labor-oriented artwork from private collections and place them on view in public locations. The painting, valued at \$53,000 when purchased, was starting to flake, peel and crack. The Oakland Museum Conservation Department undertook the lengthy restoration.
- b. Vitality repair (\$2,885): In early 2003, the fountain basin of *Vitality*, the sculpture by Oakland artist Bruce Beasley located in Frank H. Ogawa Plaza, was damaged in a head-on

automobile accident. The artwork itself was not damaged. An outside contractor was hired by the Public Art Program, and work was overseen by PWA Building Services. The fountain remains in good working order. Public Art Program staff has been working with Financial Services Revenue Division to collect from the responsible party.

Public Art Projects in Planning Phase in CY 2003 (Artist Selection in CY 2004)

1. Mandela Gateway (\$50,000), West Oakland/7th Street Commercial District

The City has been working in phases on streetscape improvements in West Oakland along 8th Street, between Market and Pine. As part of the transportation grant monies received for these improvements, \$50,000 was allocated for public art (which more than the approximate \$28,000 percent-for-art obligation). The streetscape work has included the addition of sidewalks, street trees and light poles.

Bridge Housing and the Oakland Housing Authority are redeveloping two adjacent blocks on either side of Mandela Parkway between 7th and 8th Streets. The development is primarily housing, with parking, retail space, a community room, open space, and public plazas. The public plazas are located on two corners at the intersection of 7th & Mandela Parkway, directly across from BART station and near I-880 on/off ramps.

The Cultural Arts & Marketing Department, Bridge Housing/Mandela Gateway Associates, and the Oakland Housing Authority have entered into a MOU to develop a public art project for the public plazas of the Mandela Gateway project. A Call for Artists has been drafted and will be issued in early 2004.

2. Rockridge Greenbelt (\$6,750), Rockridge

Funding for this public art project is derived from the 1.5% allocation for the Phase II improvements of the Rockridge Greenbelt project. Public Art Program staff has been working with staff from the Public Works Agency Facilities Planning Division, Parks and Recreation, the Friends of Rockridge Greenbelt, and the Rockridge Community Planning Council in discussing possible opportunities for this project. The project was postponed to focus on the restoration of the *Oceanus* mural (described above), as desired by the local community. With that project completed, Public Art Program staff will continue to develop the direction of this project in coordination with the community and City staff.

3. Bella Vista Park (\$19,500), Bella Vista/Upper San Antonio

This 1.6-acre park, located in the San Antonio district, is currently a hardscape space that serves the local community as well as the adjacent Bella Vista Elementary School. The Friends of Bella Vista Park, Trust for Public Land, and the City have been working together to develop a plan to renovate and improve the park. Throughout the planning process, local artists and community members have been working with the landscape architect to identify opportunities for integrating artwork into the park design. Trust for Public Land staff and community members have worked closely with Public Art staff to identify an appropriate opportunity for the percent-for-art project. A Call for Artists has been drafted and will be issued in early 2004.

4. Latham Square (\$136,000), Downtown

ORA is implementing the next phase of Broadway streetscape improvements, which will include three main components: 1) reconfiguration of the traffic lanes; 2) sidewalk upgrades on both sides of Broadway from 17th – 20th; and 3) BART station entrance reduction at sidewalk level. Public art funding was set-aside for the entire Broadway streetscape project in 1999. Portions of this funding have been used for current ORA public art projects. Working with PAAC project liaison members and ORA staff, the remaining amount of \$136,000 from the initial allocation has been proposed for the Latham Square public art project. A Call for Artists will be issued in 2004.

5. Open Proposals Program (approximately \$66,000), various

The Public Art Policies and Procedures require that 15% of the annual public art acquisition budget be allocated for projects initiated by the community. These funds are derived from unrestricted public art allocations. In the past, the Public Art Program used these funds for an Open Proposals Program, where artists worked with community groups to develop public art projects, and for a Community Partnership program, where grants were awarded to community groups involved in public art programming.

Public Art Program staff have collaborated with the Cultural Funding Program of the CAM Department to develop a new Open Proposals Program, which will award grants to artists and community organizations for the development of temporary and permanent public artworks. Working closely with the Public Art Advisory Committee and the Funding Advisory Committee, staff developed the program and the initial RFP, which is scheduled for approval by the Cultural Affairs Commission in January 2004. The program will be announced in early spring of 2004, with the application deadline planned for April 2004. The \$66,000 of public art funds set aside for this program in CY 2003 will be combined with CY 2004 funds (see below), for a total of \$74,500 to be awarded in Open Proposals Program grants in 2004.

Public Art Projects In Progress in CY 2004

1. Coliseum Intercity Rail Station (\$63,000), Coliseum area

Local artist Horace Washington was contracted in 2000 to design, fabricate and install a public art project that is incorporated into the three-tiered ramp connecting the passenger platform with the existing pedestrian bridge at the site. Based on the idea of a baseball game, the artwork takes its cues from the Coliseum site. Delays with the overall Rail Station project have prolonged the project. Once the Station project is underway, the artist will begin fabrication of the artwork; installation will be coordinated with the construction work on the ramp.

2. I-880 Underpass at Broadway (\$250,000), Downtown/Jack London Square

The collaborative group Team of Five was recommended in 1999 for the commission to create a large-scale public art environment under the I-880 freeway at Broadway, aimed at establishing a physical, proposed materials “natural” to the context of the highway to create undulating rubber

sidewalks; sculptural, semi-transparent walls created from guardrails; a light sculpture in the recessed channel of the overhead freeway structure; and painted columns. Public Art staff have been working closely with the Public Works Agency Construction Division to secure approvals of the final design from various City agencies and CalTrans. A cost estimate obtained in the fall put the project significantly over budget; the artists have suggested reductions and changes in the project scope, approved by PAAC, that will align the project with the budget without significant negative impact on the aesthetic integrity of the artwork. PWA staff will oversee the bid process in early 2004.

3. Memorial Park (PWA funds; no cost to the Public Art Fund), West Oakland/Prescott

At 14th Street and Mandela Parkway in West Oakland, a memorial and tribute is being designed to honor those who lost their lives during the Loma Prieta earthquake with the Cypress freeway collapse. The tribute will also honor the residents, business and property owners, and City police, fire and emergency crews who helped with rescue operations. Although there was not a percent-for-art allocation for this project, the involvement of an artist in the design of the memorial was desired by the community and the City. Public Art Program staff worked with Public Works Agency Project Management staff to draft a Request for Proposals and, with a Public Art Advisory Committee member, participated in the selection of the landscape architect and artist collaborative team. Public Art staff will continue to work with PWA on project coordination through completion.

4. Oakland Zoo (\$100,000), Zoo/Knowland Park

The Oakland Zoo is undertaking a significant renovation and expansion of the Children's Zoo. The Zoo has been working with MIG Architects on design development; construction is targeted for completion in the late fall of 2004. The public art allocation is derived from 1.5% of the design and construction of this project in addition to a public art set-aside from an earlier phase of Zoo renovation, which did not receive public art. After receiving 115 responses to a Request for Qualifications, the artist team of Robin Murez and Bob Cassily were recommended for the commission. Staff is currently working with the artists in the development of the designs for the public art project.

5. Fruitvale Pedestrian Plaza (\$72,000 in PWA funds; no cost to the Public Art Fund), Fruitvale

A new streetscape project and pedestrian plaza has been designed for the Fruitvale neighborhood; construction started in March 2003. The Unity Council, along with the urban design and architecture firm Jacobs Macdonald:Cityworks, have been working with the local community and the City of Oakland for many years to guide the design of this new central social space. The plaza will be outfitted with trees, lighting, benches, new paving, and two public artworks. Vickie Jo Sowell will create a gateway metalwork that serves as a portal into the heart of the district. The team of Daniel Camacho and Gonzalo Hidalgo will create a series of cast relief and mosaic artworks on the gateway columns and in the plaza paving. Staff is working closely with the artists to guide design and fabrication; the projects are targeted for completion in early 2004.

6. Artwork Maintenance Program (\$10,500), various

- a. Collection Survey (\$7,500): In 2002, PAAC approved the expenditure of \$25,000 to develop an Artwork Maintenance Program. As a first and critical step, in August, staff hired a Public Art Collection intern to spend one day per week to research and inventory the public art collection, including preparation of detailed records and creation of a visual registry. To date, 25 works have been inventoried and visually catalogued. Once the inventory survey is complete, the information can be used in a number of significant ways, including condition assessments, implementation of an annual maintenance plan, and development of informational and marketing materials about the collection. A thorough collection survey would also be a critical tool for the Department to attract outside funding support for the maintenance and restoration of artwork.
- b. BART Entrances Maintenance (\$3,000): The recently completed public art project at the downtown BART stations near 14th and Broadway, by artist Diana Pumpelly Bates, have been subject to heavy use, wear and tear, and often abuse, including graffiti and defacement. Staff hired a contractor to periodically clean the artwork as both long-term protection and deterrence from further damage; BART personnel have provided occasional assistance with graffiti removal. Public Art Program staff have budgeted for monthly cleanings through the year and beyond, if necessary. Every 6 months, staff will evaluate the ongoing need for routine cleanings.

7. Arts Partnership Murals Project (\$13,000 in Special Initiatives Funding; no impact on the Public Art Fund), various neighborhoods

Approved in 2001, Public Art continues a program of temporary murals to enhance the appearance of blighted lots and construction sites. Staff will identify new opportunities for several mural projects to begin this year, including a blighted property on Telegraph Avenue to be done in partnership with CEDA Building Services, and murals at the Art & Soul festival, which will be placed in Council Districts not yet served by the Project.

Proposed Public Art Projects to Begin in CY 2004

1. Carmen Flores Recreation Center (\$27,285), Fruitvale

The old Carmen Flores Recreation Center (formerly Sanborn Recreation Center) was entirely replaced by a new facility. Funding for this public art project is derived from a 1.5% allocation of the design and construction costs. Public art program staff will work with staff in Parks & Recreation and Public Works Agency Project Management Division to initiate a public art project at this new facility or the adjoining park. The local community will be involved in identifying appropriate sites and criteria for the public art project.

2. Greenman Field (\$24,000), Central East Oakland

Wolfe Mason Associates have been contracted by the Public Works Agency to design renovations for this recreational facility, including turf renovations, play areas, sound wall, and community-use space. Artist Mildred Howard was hired as a subconsultant to provide artist

design services as part of the overall landscape design. Public Art staff will work closely with Parks & Recreation, PWA, the designers and the community to determine an appropriate public art opportunity. Funding for this public art project is derived from a 1.5% allocation of the design and construction costs.

3. West Oakland Multi-Use Center (\$3,400), West Oakland

The Public Works Agency has undertaken renovations for this multi-use facility, primarily involving upgrades and repairs on the exterior of the building. As a condition of the building permit, CEDA has required a mural be created on the exterior wall(s). Funding for this public art project was derived from a 1.5% allocation of the improvement costs at this facility and the adjacent Mansanita building. However, the limited budget doesn't allow for the scope of intended work. Public Works has indicated that approximately \$8-9,000 may be available from the renovations budget to contribute to the mural. Public Art staff will work closely with PWA and PAAC to identify an appropriate budget before undertaking artist selection.

4. Woodminster Amphitheater (\$2,100), Woodminster/Joaquin Miller

Minor renovations of the restroom facilities at the Amphitheater generated a small percent for art allocation. The local community has expressed a desire to create a commemorative art project to recognize the long-time operators of the outdoor theater. Public Art staff will coordinate with PWA and OPR staff and the local community in the development of this project. PAAC has recommended looking at unallocated public art funds to augment the budget of this project.

5. Measure DD projects (not yet determined), various

With the passage of Measure DD, public art allocations from the Measure DD program over the next ten years will total approximately \$2.98 million. A part-time staff person has been hired to develop an implementation plan for the public art program with Measure DD, to be done with significant input and collaboration from City staff, project teams associated with discrete projects, and the Measure DD Coalition. Upon approval of the implementation plan, the staff person will serve as the project manager for the series of resulting Measure DD public art projects. Anticipated projects to begin early in the program might include Studio One, Union Point Park, the waterfront/estuary trail areas, and portions of the Lake Merritt Master Plan.

6. Open Proposals Program (\$8,500), various

See Open Proposals Program summary above in section "Public Art Projects in Planning Phase in CY 2003."

Other Potential Projects for CY 2004

Based on current staffing levels in the Public Art Program, the following projects would not be possible to undertake in this calendar year. With additional project coordination support, the

following projects would be recommended to begin in CY 2004. Without additional coordination support, these projects would be deferred to the next calendar year.

1. Telegraph Avenue Streetscape (not yet determined), Uptown

The Oakland Redevelopment Agency (ORA) has been developing a streetscape plan for the area of Telegraph Avenue from 20th to Broadway. The plan will involve some reconfiguration of lanes and extension and improvement of sidewalks. This area of downtown is being conceived as a residential/retail/entertainment area, building off the Fox Theater, the nearby Paramount Theater, and upcoming retail and residential housing developments. Staff will continue to work with ORA staff to determine the direction and budget for the public art component.

2. Peralta Hacienda Park (\$13,200), Upper Fruitvale

A masterplan for improvements to this heavily-used, large park will be implemented over many years. An earlier phase of park improvements generated a small public art allocation, which will be combined with the public art allocation for planned work to be undertaken in the next year. Public Art staff will coordinate with PWA and OPR staff and the local community in the development of this project.

3. San Antonio Park (\$8,000), San Antonio

The public art allocation is derived from 1.5% of the costs for improvements to the irrigation, landscape and soccer fields at this park. In discussions with PWA and OPR staff, this park is in a neighborhood that has been underserved by the Public Art program, and is a heavily used facility where public art is desired.

4. Police Administration Building (\$90,000), Downtown/Jack London Square

The public art project has been on-hold pending resolution of the plan for the overall Administration Building project.

5. Fruitvale Gateway (\$48,000), Fruitvale

In 1999, the Public Art Program had to terminate a contract with a commissioned artist who was unable to fulfill his obligation to create a gateway public art project on Fruitvale Avenue, north of East 14th Street. Public art funds totaling \$48,000 have been carried forward and should be used to commission a different project for this corridor. The original funds were derived from Measure B monies. Staff has had discussions with the Unity Council staff, who were involved in the original commission, and Council President de la Fuente's staff about potential sites for a new commission using these funds, which might include other areas in the Fruitvale commercial corridor or the 29th Avenue/Kennedy Tract area.

SUSTAINABLE OPPORTUNITIES

As each public art project is initiated, Public Art Program staff will work with the appropriate City departments regarding sustainable opportunities. Generally, however, this Public Art Annual Plan addresses sustainable opportunities as follows:

Environmental: The artworks proposed under this Plan will be designed to be compatible with and integrated into the environment and architecture of their surroundings. Artists commissioned through the Public Art Program are asked to work closely with the project architect, if applicable, and City staff to develop a project that uses materials that are low-maintenance and will not adversely impact the natural environment of the project site.

Economic: Public art projects bolster the cultural and civic identity of Oakland, fortifying the City and neighborhoods as destinations, and enhancing, enriching and enlivening the visual environment of the area.

Social equity: Public artwork adds to the quality of life for all residents of Oakland, as well as visitors to the City, and particularly for those who live or work in areas where public artwork exists.

DISABILITY AND SENIOR CITIZEN ACCESS

As each public art project is initiated, Public Art Program staff will work with the appropriate City departments regarding disability and senior citizen access.

RECOMMENDATION AND RATIONALE

Staff recommends that the City Council approve the unanimous recommendation of the Public Art Advisory Committee to approve the Public Art Annual Plan for CY 2004, and requests that the City Council approve the Resolution to Adopt the Public Art Annual Plan for CY 2004.

Paying careful attention to the goals of the Mayor and City Council, the Public Art Annual Plan for CY 2004 focuses on initiating public art projects at City facilities in a variety of neighborhoods, continues the implementation of the public art collection survey initiated in CY 2003, and encourages community engagement in the development of public art projects, from the artist selection process through the development of artwork opportunities, and in some instances in the hands-on engagement in the art-making process.

ACTION REQUESTED OF THE CITY COUNCIL

Approve the Resolution to Adopt the Public Art Annual Plan for CY 2004.

Respectfully submitted,



Dennis M. Power, Director
Cultural Arts & Marketing Department

Prepared by: Leslie Holzman, Public Art Coordinator
Public Art Division

APPROVED AND FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE:



Office of the City Manager

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2003 DEC 30 AM 8:47

RESOLUTION TO ADOPT THE PUBLIC ART ANNUAL PLAN FOR CALENDAR YEAR 2004

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

WHEREAS, the Public Art Ordinance requires the Cultural Arts and Marketing Department to submit a Public Art Annual Plan for approval to the Cultural Affairs Commission and the City Council, which describes a prioritized list of public art projects to be undertaken in the course of the year; and

WHEREAS, it is the intent of the Public Art Ordinance to provide a means for the City to commission artists to enliven, enhance, and enrich the visual environment of the City of Oakland through public artwork; and

WHEREAS, the Public Art Advisory Committee and Public Art Program staff have worked in conjunction with other City staff to develop the Public Art Annual Plan for CY 2004 for the commissioning of public art projects; and

WHEREAS, on December 1, 2003, the Public Art Advisory Committee unanimously approved the Public Art Annual Plan for CY 2004; and

WHEREAS, on December 15, 2003, the Cultural Affairs Commission forwarded the Public Art Annual Plan for CY 2004 to the City Council for approval; now, therefore be it

RESOLVED: that the City Council hereby adopt the Public Art Annual Plan for CY 2004.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20____

PASSED BY THE FOLLOWING VOTE:

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

NOES-

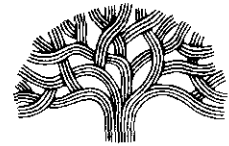
ABSENT-

ABSTENTION-

5
LIFE ENRICHMENT CMTE.
JAN 13 2004

ATTEST: _____

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



2003 DEC 30 AM 8:47

1 FRANK H. OGAWA PLAZA OAKLAND, CALIFORNIA 94612

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January 13, 2004

IGNACIO DE LA FUENTE, PRESIDENT
CITY COUNCIL
OAKLAND, CALIFORNIA

PRESIDENT DE LA FUENTE AND MEMBERS OF THE CITY COUNCIL

**SUBJECT: RESOLUTION TO ADOPT THE PUBLIC ART ANNUAL PLAN FOR
CALENDAR YEAR 2004**

PURPOSE AND SCOPE

In accordance with the Measure H Charter Amendment, which was passed by the voters at the General election of November 5, 1996, we have made an impartial financial analysis of the accompanying Council Agenda Report and Proposed Ordinance.

Since the Measure H Charter Amendment specifies that our impartial financial analysis is for informational purposes only, we did not apply Generally Accepted Government Auditing Standards as issued by the Comptroller General of the United States. Moreover, the scope of our analysis was impaired by Administrative Instruction Number 137, effective May 21, 1997, which provides only seven (7) calendar days for us to plan, perform and report on our analysis.

SUMMARY

Public art projects are funded through the City of Oakland's Percent for Art Ordinance (No. 11086 C.M.S, approved February 28, 1989) and the Oakland Redevelopment Agency Resolution (No. 89-8 C.M.S.), which authorizes the allocation of 1.5% of capital improvement project costs for the commissioning of artwork.

Staff works with the Public Art Advisory Committee (PAAC) to prioritize the proposed art projects, and the Plan is recommended to the Cultural Affairs Commission and City Council for approval.

FISCAL IMPACT

These funds are set aside in the Public Art Fund, and there is no impact on the General Fund.

CONCLUSION

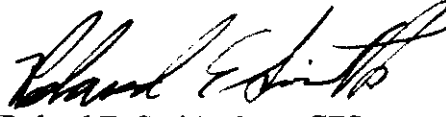
The approval of the proposed resolution is a policy matter. Therefore, we make no comments.

Prepared by:


Jack McGinity, CPA

Report completion date:
December 23, 2003

Issued by:


Roland E. Smith, CPA, CFS
City Auditor