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OAKLAND

CITY OF OAKLAND



10 DEC 22 PM 4:45

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JANE BRUNNER  
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To: Chair Brooks and Members of the Life Enrichment Committee  
From: Council President Brunner  
Date: January 11, 2011

RE: **A RESOLUTION FROM THE OAKLAND CITY COUNCIL SUPPORTING THE  
INSTALLATION OF A MURAL ALONG 52<sup>nd</sup> STREET AT THE HIGHWAY 24  
UNDERPASS AND ASSUMING RESPONSIBILITY FOR ITS MAINTENANCE  
AND UPKEEP**

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## SUMMARY

The Temescal Flows mural will be installed on 12 overpass support columns and two concrete fasciae of Highway 24 at the 52<sup>nd</sup> Street underpass between Shattuck Avenue and Martin Luther King Jr. Way in north Oakland. The project will create a pleasant gateway connector between Children's Hospital and the Temescal shopping district.

The mural project is sponsored by the Temescal-Telegraph Business Improvement District (TTBID). The artist, Alan Leon, was selected through an open competitive process conducted by the TTBID. He has worked closely with community members to create images for the 52<sup>nd</sup> Street mural. An illustration of the proposed mural is attached.

The site is owned by Caltrans, but access to the infrastructure will be across City of Oakland public right-of-way (sidewalks and streets). Caltrans requires a City resolution that provides that the City will be responsible for the maintenance of the mural. The City has signed an agreement with TTBID to cover installation and maintenance.

## FISCAL IMPACT

The total project budget is \$90,436. The TTBID is providing \$70,438 toward the project. The City is contributing funds to cover a portion of the project budget, through a \$14,500 Public Art Program artwork commission as part of the Open Proposals Program, funded with a grant from the Open Circle Foundation, and a \$4,999 Individual Artist Project Grant from the Cultural Funding Program.

Item \_\_\_\_\_  
Life Enrichment Committee  
January 11, 2011

## **BACKGROUND**

The Temescal area community and the Temescal Telegraph Business Improvement District have been working for several years to beautify the surrounding areas.

The project began as a concept in the community and was developed with community input. The TT BID initiated the design and selection competition and artist Alan Leon was selected.

## **KEY ISSUES**

This mural project will transform a poorly lit and uninviting underpass into an attractive connector between Children's Hospital and the Temescal shopping district. The 52<sup>nd</sup> Street underpass is a well-used corridor. There are many pedestrians and cyclists who use the underpass everyday. In addition, the hospital employs 2,600 people many of whom walk through the underpass to get to Telegraph Ave. for breakfast, lunch or dinner.

There is full public access to the site since it is a public city street with sidewalks and 2-directional roadbeds.

The "Temescal Flows, Phase I" murals will illustrate the intersection of the natural and the built environments at this site by evoking in an abstract visual style the watershed and creek system (the natural history of this area) and punctuating the design with images of Temescal's people, pioneers, milestones and highlights (its human history). The design proposal by artist Alan Leon was selected through a competitive process by the TT BID and has been presented for review and comment at several community meetings in the Temescal neighborhood.

The City and the TT BID have entered into a contract for the TT BID to install and maintain the mural. The TT BID will be responsible for maintenance and graffiti removal.

The Public Art Advisory Committee and the Cultural Affairs Commission of the City of Oakland have reviewed and accepted the mural proposal.

## **RECOMMENDATION**

It is recommended that the City Council pass the resolution.

**DRAFT**

Approved as to Form and Legality

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

City Attorney's Office

**OAKLAND CITY COUNCIL**

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

INTRODUCED BY COUNCIL PRESIDENT JANE BRUNNER

**A RESOLUTION FROM THE OAKLAND CITY COUNCIL SUPPORTING THE  
INSTALLATION OF A MURAL ALONG 52<sup>nd</sup> STREET AT THE HIGHWAY 24  
UNDERPASS AND ASSUMING RESPONSIBILITY FOR ITS MAINTENANCE AND  
UPKEEP**

**WHEREAS**, the Temescal area community and the Temescal Telegraph Business Improvement District (BID) have been working for several years to beautify the surrounding areas; and

**WHEREAS**, 52nd Street is a street under the jurisdiction of the City of Oakland and is a pedestrian access point to the Temescal Telegraph commercial corridor; and

**WHEREAS**, artist Alan Leon has worked closely with community members to create images for a mural to be painted on the underpass along 52<sup>nd</sup> Street; and

**WHEREAS**, the inclusion of public artwork has the potential to enliven and beautify the urban landscape of the Temescal/Telegraph area and to create a welcoming gateway to the district; and

**WHEREAS**, the proposed mural is funded by \$70,438 from the Temescal Telegraph BID, a \$14,500 Public Art Program artwork commission through the Open Proposals Program, and a \$4,999 Individual Artist Project Grant from the Cultural Funding Program, for a total of \$90,436; and

**WHEREAS**, the Public Art Advisory Committee and the Cultural Affairs Commission of the City of Oakland have reviewed and accepted the proposal by Alan Leon for the mural project on the underpass along 52<sup>nd</sup> Street; and

**WHEREAS**, as a condition to approving the installation of artwork on California Department of Transportation (Caltrans) facilities, Caltrans requires a resolution from the City Council that the City is responsible for maintenance and upkeep of artwork on Caltrans facilities; now, therefore be it

**RESOLVED:** that the Oakland City Council supports the installation of a mural along 52<sup>nd</sup> Street at the Highway 24 underpass and that the City's Cultural Arts and Marketing Division assumes responsibility for installation, traffic control, maintenance and upkeep, including removal, of the mural for its expected lifespan of 30 years.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2010

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and  
PRESIDENT BRUNNER

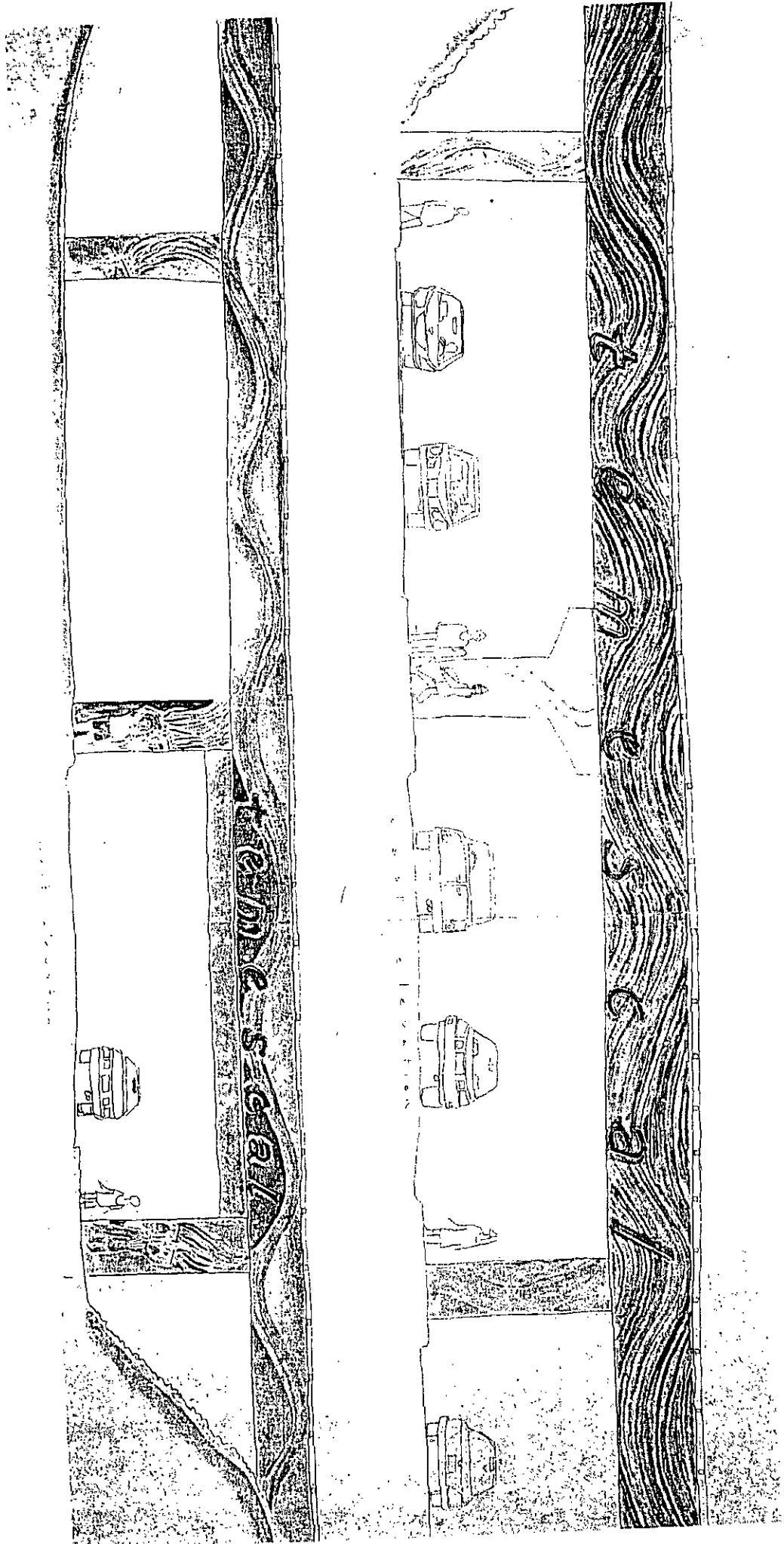
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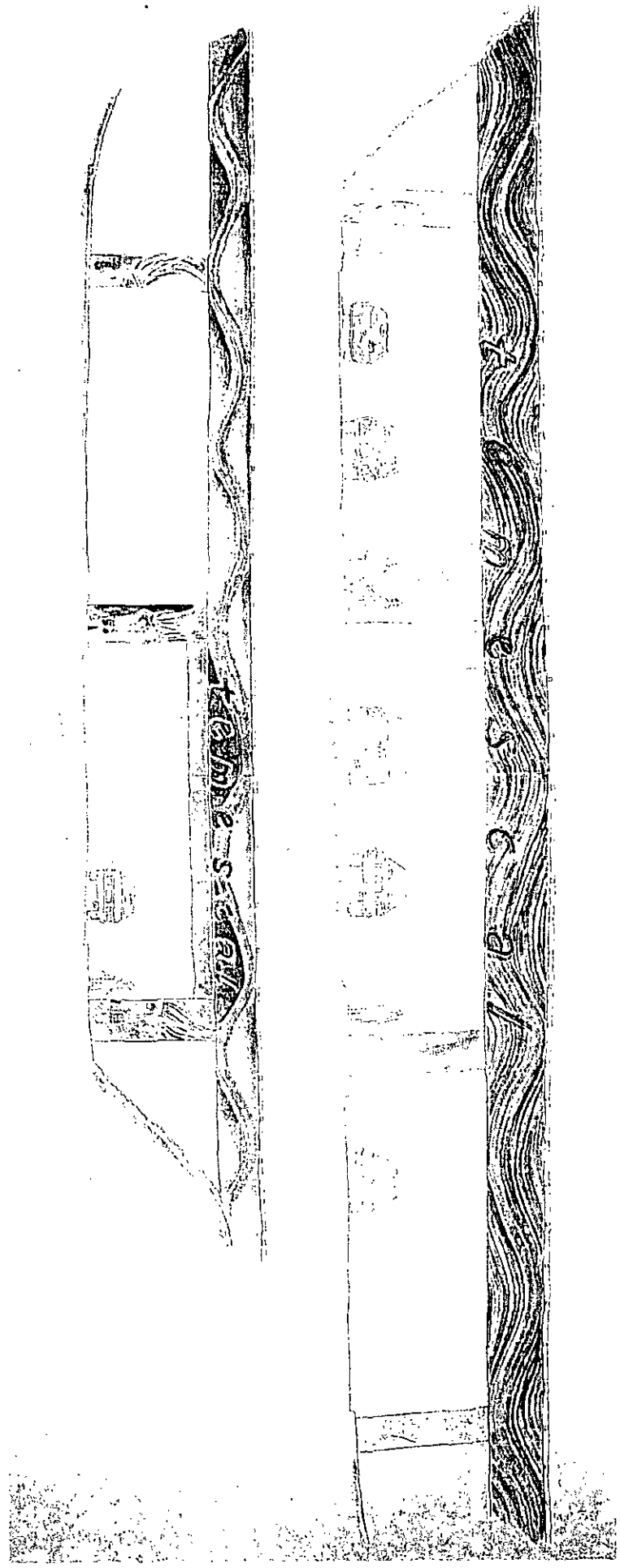
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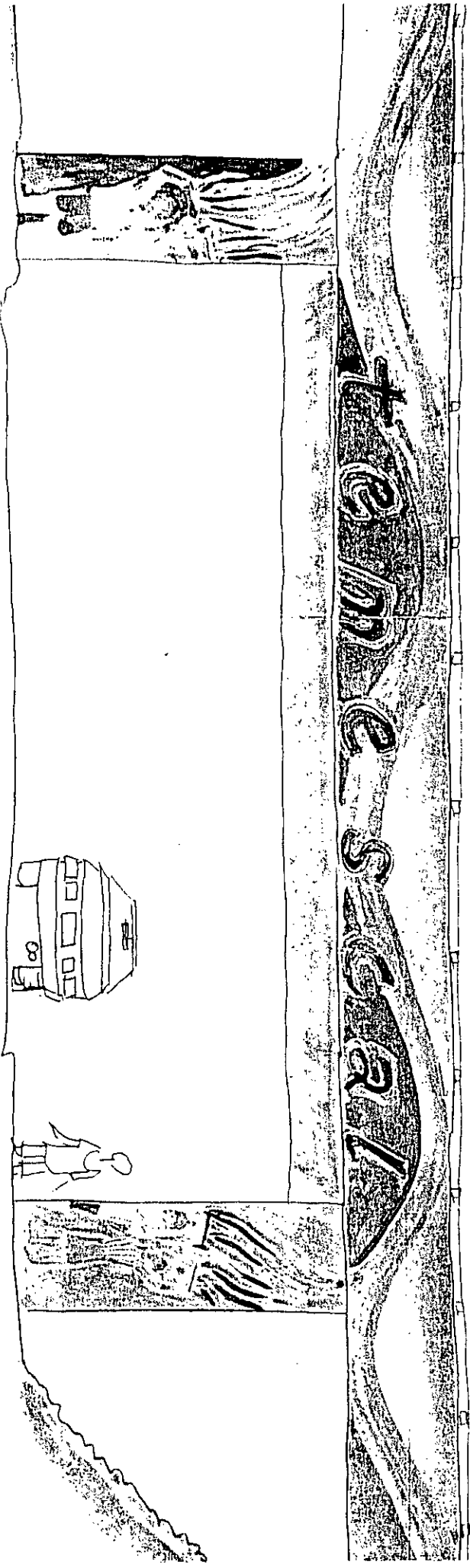
ABSTENTION-

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

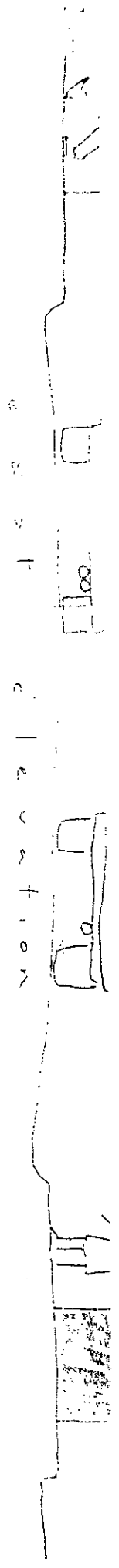
LATONDA SIMMONS  
City Clerk and Clerk of the Council  
of the City of Oakland, California







west elevation



east elevation