

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2009 JAN 29 PM 4:35

## CITY OF OAKLAND AGENDA REPORT

TO: Office of the City Administrator  
ATTN: Dan Lindheim  
FROM: Cultural Arts & Marketing Division  
DATE: February 10, 2009

RE: **A Report and Resolution To Adopt The 2009 Public Art Projects Plan**

---

### SUMMARY

The City of Oakland's Public Art Ordinance requires that Public Art Program staff develop in consultation with appropriate City and Oakland Redevelopment Agency (ORA) staff and the Public Art Advisory Committee (PAAC), and submit for the approval of the Cultural Affairs Commission (CAC) and City Council, an annual plan authorizing staff to continue administration of prior-year projects and commence new projects for public art in the City of Oakland. With rare exceptions, the public art projects are funded from 1.5% of the budgets of City of Oakland and Oakland Redevelopment Agency capital improvement projects. The Cultural Arts & Marketing Division and the Cultural Affairs Commission request that City Council approve the resolution adopting the 2009 Public Art Projects Plan (Attachment A).

### FISCAL IMPACT

Public art projects are funded through the City of Oakland's Percent for Art Ordinance (No. 11086 C.M.S.) and the Oakland Redevelopment Agency Resolution (No. 89-8 C.M.S.), which authorize the allocation of 1.5% of capital improvement project costs for the commissioning of public artwork. The estimated total budget for public art projects active in 2009 is \$2,618,011. (Please note that the artwork budgets listed in the Public Art Projects Plan will be expended over the lives of the projects, and will not necessarily be wholly expended within 2009.) Funding is available for these projects in multiple Capital Funds. Adoption of this Plan will not require additional funding to be appropriated. Current staffing requirements for the Public Art Program within the Cultural Arts & Marketing Division are 2.5 full-time employees.

### BACKGROUND

City Council annually adopts the Public Art Projects Plan presented by the Cultural Arts & Marketing Division with recommendation from the CAC. Proposed new projects and continuing projects from prior years form the core of the Public Art Projects Plan. To develop the plan, the Public Art Coordinator reviews active and future City of Oakland and ORA capital improvement projects and identifies any new sources for public art funding. Working with staff from other City departments and agencies, the Public Art Coordinator evaluates the appropriateness of implementing public art projects at the sites of capital improvements, then consults with members of the PAAC to prioritize and recommend sites for the development of new public art projects. Sites and scopes of work for new projects are reviewed at monthly public meetings of the PAAC and the CAC, and through advisory groups of citizen stakeholders in the communities impacted. The Public

Item: \_\_\_\_\_  
Life Enrichment Committee  
February 10, 2009

Art Projects Plan is presented to the PAAC and if approved, forwarded to the CAC for approval and to City Council for adoption.

The 2009 Public Art Projects Plan was presented for public comment and Committee review at two successive regular meetings of the PAAC, on November 3, 2008, and December 1, 2008, and was approved by the PAAC at the latter meeting. The CAC at its meeting on December 8, 2008, unanimously approved the PAAC's recommendation and forwarded the recommendation to City Council.

### **KEY ISSUES AND IMPACTS**

The 2009 Public Art Projects Plan responds to the goals of City Council. For example:

- Where possible, project artists are developing projects that conserve and encourage respect for and prudent use of natural resources (City Council Goal: Develop a Sustainable City.)
- The Projects Plan provides authority to administer a diverse range of site-specific and community-enriching public art projects at City facilities in neighborhoods located throughout Oakland. (Council Goal: Build Community and Foster Livable Neighborhoods.)
- Civic engagement and the creative involvement of our communities in the Public Art Program is encouraged and supported. (Council Goal: Build Community and Foster Livable Neighborhoods.)
- Where possible, projects involve community youth in the conceptualization, design and/or fabrication of public art (Council Goal: Ensure that all Oakland Youth and Seniors have the Opportunity to be Successful).

### **PROGRAM DESCRIPTION**

The 2009 Public Art Projects Plan includes many projects already in progress as well as projects commencing in 2009. These new projects provide an opportunity for the Public Art Program to continue to balance the goals of an enhanced collection with social equity by distributing public art expenditures to underserved districts of the city.

In alignment with the City's goal of improving Oakland's neighborhoods, the 2009 Public Art Plan includes active projects for the Rockridge-Temescal Greenbelt in North Oakland, Raimondi Park in West Oakland, the new East Oakland Community Library, Fire Station 18, and the East Oakland Sports Center among others. Artists will continue to be involved extensively with various Measure DD-funded improvements. A new cycle of the Public Art Program's "Open Proposals" series will commence, funded by a grant from the Open Circle Foundation.

The Public Art Program will also complete an online inventory of the City's public art collection that will assist citizens and visitors to create self-guided walking tours. A printed guide highlighting selections from the collection in their neighborhood contexts will be published and released in 2009 as a complement to the online public art collection database.

The 2009 Public Art Projects Plan will foster civic engagement and the creative involvement of Oakland communities, from the development of art opportunities to the artist selection process to the refinement of project proposals and, in some instances, through hands-on community engagement in art-making.

The Public Art Program's policy is to award at least 50% of contracts in a given year to Oakland artists. However, staff continually reaches beyond this mandate to provide proactive service to local artists. Among other efforts, staff is currently developing a standardized training program to help emerging Oakland-based artists compete in the public art field internationally. The goal will be to help cultivate a community of public artists representing Oakland's diversity and to give these artists the tools to compete with more established public artists for projects throughout the world.

## **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:

**Economic:** As noted above, it is Public Art Program policy to award at least 50% of public art commission contracts to Oakland-based artists on an annual basis. The program provides economic opportunity directly and indirectly to Oakland artists, craftspersons, manufacturers and other arts-related professionals. Additionally, 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.

**Environmental:** Whenever possible, artwork projects 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 required to work closely with the project architect, if applicable, and with City staff to develop projects using low-maintenance materials that will not adversely impact the natural environment of the project site.

**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 the neighborhoods where public artwork exists. Artwork projects proposed in this Plan will measurably enhance multiple City parks and other public spaces.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

All project-related meetings will be held in accessible locations. As each public art project is initiated, Public Art Program staff will work with the appropriate City departments to ensure accessibility by the disability and senior citizen communities.

## **RECOMMENDATIONS AND RATIONALE**

Staff and the PAAC recommend that City Council approve the resolution to adopt the 2009 Public Art Projects Plan. Responding to City Council goals, the 2009 Public Art Projects Plan focuses on initiating site-specific public art projects at City facilities in a variety of neighborhoods and encourages community engagement in the development of public art projects. Community youth will assume a hands-on role whenever possible. Featured projects will heighten the environmental consciousness of viewers.

If no action is taken and the Public Art Projects Plan is not adopted, no ongoing or current projects can be administered. In the short term, the opportunity to integrate public artwork with active capital improvement projects and to leverage construction line-items through the public art budget

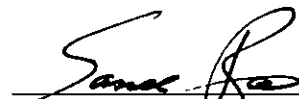
Item: \_\_\_\_\_  
Life Enrichment Committee  
February 10, 2009

will be lost, resulting in projects that may be poorly integrated and more costly to execute. In the long term, inactivity in the public art program will be a collective cultural loss to the City of Oakland and its visitors, and individually to communities throughout the City. Many Oakland artists and tradespersons will be impacted with the loss of potential income.

**ACTION REQUESTED OF CITY COUNCIL**

Staff and the Public Art Advisory Committee recommend that the City Council approve the resolution adopting the 2009 Public Art Projects Plan (Attachment A).

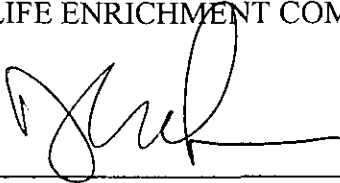
Respectfully submitted,



**SAMEE L. ROBERTS, MANAGER**  
Cultural Arts & Marketing Division

Prepared by:  
Steven Huss, Cultural Arts Programs Coordinator

APPROVED AND FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE:



**OFFICE OF THE CITY ADMINISTRATOR**

***Attachments***

Attachment A: 2009 Public Art Projects Plan

Item: \_\_\_\_\_  
Life Enrichment Committee  
February 10, 2009

**2009  
Public Art Projects Plan  
City Of Oakland**



**CITY OF  
OAKLAND**

**Office of the City Administrator  
Cultural Arts & Marketing Division**

*Attachment A*

Item: \_\_\_\_\_  
Life Enrichment Committee  
February 10, 2009

## **Table of Contents**

	<i>page</i>
<b>The Public Art Projects Plan</b>	<b>3</b>
<b>Financial Summary</b>	<b>4</b>
<b>Project Descriptions by Oversight Department</b>	
<b>Public Works Agency/CEDA Project Delivery</b>	<b>5</b>
<b>PWA/CEDA – Measure DD</b>	<b>9</b>
<b>Oakland Redevelopment Agency</b>	<b>13</b>
<b>Grant Funded</b>	<b>15</b>

## **The Public Art Projects Plan**

The City of Oakland's Public Art Projects Plan is developed by the Public Art Coordinator in cooperation with financial and capital project management staff of the City's Public Works Agency/CEDA Project Delivery Division and the Oakland Redevelopment Agency (ORA). The City's Public Art Ordinance requires the annual submittal to City Council of a Public Art Plan identifying all public art projects to be actively administered in the course of the year.

This Public Art Projects Plan for calendar year 2009 identifies projects continuing from prior years and recommends new public art projects to begin in the current fiscal year. Public art projects are funded from 1.5% of the budgets of City of Oakland and Oakland Redevelopment Agency capital improvement projects.

To develop the plan, the Public Art Coordinator reviews City of Oakland and Oakland Redevelopment Agency (ORA) capital improvement projects and identifies sources for public art funding. Working with staff from other City departments and agencies, the Public Art Coordinator evaluates the appropriateness of implementing public art projects at sites of pending capital improvements, then consults with members of the Public Art Advisory Committee (PAAC) to prioritize and recommend sites for the development of new public art projects. Proposed new projects are reviewed at monthly public meetings of the PAAC and through dialogue with advisory groups of citizens with a stake in the communities impacted. The Public Art Plan is presented for review first to the PAAC, then to the Cultural Affairs Commission, before it is submitted to the Life Enrichment Committee and Oakland City Council for final approval.

*Attachment A*

Item: \_\_\_\_\_

Life Enrichment Committee

February 10, 2009

**2009 Public Art Projects Plan  
Financial Summary**

<b>Project</b>	<b>Neighborhood</b>	<b>Public Art Budget</b>
<b><i>Public Works Agency/CEDA Project Delivery</i></b>		
East Oakland Community Library	East Oakland	\$ 97,500
Fire Station 18	East Oakland	115,000
Fremont Pool	East Oakland	60,000
Peralta Hacienda Historical Park	East Oakland/Fruitvale	10,905
Raimondi Park	West Oakland	50,000
<b>Subtotal</b>		<b>\$ 333,405</b>
<b><i>Public Works Agency/CEDA -- Measure DD</i></b>		
12 <sup>th</sup> Street Reconstruction	Downtown/Lake Merritt	\$ 150,000
Oakland Watershed Public Art Markers	Downtown/Lake Merritt	92,000
East Oakland Sports Center	East Oakland	150,000
Lake Merritt-Oakland Estuary Channel	Central Oakland	357,000
<b>Subtotal</b>		<b>\$ 749,000</b>
<b><i>Oakland Redevelopment Agency</i></b>		
Streetscape Improvement Projects	Broadway, MacArthur, San Pablo Ave.	\$ 68,250
	Central City East	237,900
	Coliseum	141,482
	West Oakland	31,200
Central Business District Public Art	Downtown	\$ 956,774
<b>Subtotal</b>		<b>\$1,435,606</b>
<b><i>Grant Funded</i></b>		
Open Proposals 2009-2010		\$ 100,000
<b>Subtotal</b>		<b>\$ 100,000</b>
<b>TOTAL – all active projects (estimated)</b>		<b>\$2,618,011</b>

**Attachment A**  
Item: \_\_\_\_\_  
Life Enrichment Committee  
February 10, 2009



# 2009 PUBLIC ART ANNUAL PLAN PROJECT DESCRIPTIONS

## Public Works Agency/CEDA Project Delivery

### EAST OAKLAND COMMUNITY LIBRARY

Artist: Rene Yung, San Francisco, CA

Artwork Budget: \$97,500

Location: Intersection of 81<sup>st</sup> Avenue and Rudsdale Street, District 7

CIP Managing Department: Public Works Agency/CEDA Project Delivery

Client: Oakland Public Library

Selection Process: Open Competition/Request for Qualifications (RFQ)

Eligibility: Bay Area (artists living or working in the counties of Alameda, Contra Costa, San Francisco, Santa Clara, Solano, Sonoma, Marin, San Mateo, or Napa)

**Project Description:** Artist Rene Yung was selected to design, fabricate and install artwork for the new East Oakland Community Library. Ms. Yung is collaborating on design integration with project architects, library administrators, and staff from adjacent schools. The project includes integrated, artist-designed glass to be suspended in the library clerestory windows, and an interior 'interactive art pod' intended to foster ongoing community building and engagement. The computer station in the new library will house the 'interactive art pod' dedicated to community building through the creation and collection of community stories and oral histories for the "Our Oakland: Eastside Stories" website.

**Community and Economic Development Benefits:** The new library is a key component in the revitalization of this neighborhood. The site is two blocks from International Boulevard, on a corner lot adjacent to Woodland Acorn and EnCompass Academy Elementary Schools. The public art project supports the OPL's vision for a new model "Community Library" designed to provide core services to the neighborhood and to supplement the "Neighborhood Libraries" with additional services that residents need, such as computer labs and program rooms. The 81st Avenue Branch will function as the primary library for the two nearby elementary schools, provide teen and adult programs and services to the surrounding community, and provide additional services for patrons of the nearby Brookfield, Elmhurst and Martin Luther King, Jr. branch libraries.

**Project Status:** Initiated Spring 2006; fabrication commencing early 2009; installation November 2009 (estimated); project completed January 2010 (est.).

---

*Attachment A*

Item: \_\_\_\_\_

Life Enrichment Committee

February 10, 2009

**FIRE STATION 18**

**Artist: Laurel True, Oakland, CA**

Artwork Budget: \$115,000

Location: 1700 50<sup>th</sup> Avenue at Foothill Boulevard, District 4

CIP Managing Department: PWA/CEDA - ORA Funded

Client: Oakland Fire Department

Selection Process: Open Competition/RFQ

Eligibility: Bay Area

**Project Description:** Fire Station 18 will be replaced with a new, LEED-certified building that will meet OSHA requirements and will accommodate modern emergency response equipment. Oakland artist Laurel True was selected to develop an integrated public art project to enhance the improved facility, relate to the mission of the Fire Department, and reflect the community surrounding Fire Station 18. Her project proposal is in development.

**Community and Economic Development Benefits:** With the replacement of Station 18, the Oakland Fire Department strives to create a new community icon for this East Oakland neighborhood. The public art created for this project will enhance the exterior façade as well as the interior community room and staff environment, and will be physically accessible from the sidewalk at the southwest intersection of 50<sup>th</sup> and Bancroft. The artwork’s design and placement support the Fire Department’s goals to emphasize the value of this station as a community asset. The location of the artwork on the exterior will also contribute to the enrichment of the surrounding neighborhood, generating encouragement for further economic investment in the community.

**Project Status:** Initiated Spring 2008; currently in design development; completion November 2009 (est.).

---

**FREMONT POOL**

**Artist: To Be Determined**

Artwork Budget: \$60,000

Location: 4550 Foothill Boulevard, District 5

CIP Managing Department: PWA/CEDA

Client: Oakland Parks & Recreation

*Attachment A*

Item: \_\_\_\_\_

Life Enrichment Committee

February 10, 2009

Selection Process: Open Competition/RFQ  
Eligibility: Bay Area

**Project Description:** Fremont Pool will be renovated. An artist will be selected to develop a two-piece public art project in tile or a comparable permanent material to be installed on the two sections of the building façade flanking the front entrance doors. The project will enhance the improved facility and reflect the facility's activities.

**Community and Economic Development Benefits:** The renovations, including improved lighting to discourage vandalism and create a safer atmosphere at the street level, will improve and enhance the existing building façade and landscaping of this very popular community pool. The public art will further revitalize the building (located across the street from Fremont High School) and the surrounding community, not only during the pool's active summer months but year-round, by beautifying the exterior and engaging community youth in the artist's design process, thus encouraging a sense of ownership of the project.

**Project Status:** Initiated Fall 2008; artist selection/design/fabrication Winter-Spring 2009; completion June 2009 (est.).

---

## **PERALTA HACIENDA HISTORICAL PARK**

**Artist: TBD**

Artwork Budget: \$10,905 (Murray-Hayden Grant Funds)

Location: 2465 34<sup>th</sup> Avenue, District 5

CIP Managing Department: PWA/CEDA  
Client: Oakland Parks and Recreation, Peralta Hacienda

Selection Process: Open Competition/RFQ  
Eligibility: Bay Area

**Project Description:** Various improvements will be made to the facilities and grounds of Peralta Hacienda Historical Park. An artist will be selected to design one or more functional elements for the park, such as entrance gates, concrete paths or other elements with integrated art.

**Community and Economic Development Benefits:** Peralta Hacienda Historical Park is a significant community asset. The upgrades to facilities and grounds will improve the appearance of and access to the park, and create an opportunity for increased awareness of the park's historical, educational and recreational value. The public art will feature prominently in the park enhancements.

*Attachment A*  
Item: \_\_\_\_\_  
Life Enrichment Committee  
February 10, 2009

**Project Status:** Request for Qualifications to be issued winter/spring 2009; artist selection/design/fabrication 2009; completion in 2010.

---

**RAIMONDI PARK**

**Artist:** Eesuu Orundide, Oakland, CA

Artwork Budget: \$50,000

Location: 18<sup>th</sup> Street between Campbell and Wood Streets, District 3

CIP Managing Department: PWA/CEDA

Client: Oakland Parks & Recreation / Friends of Oakland Parks & Recreation (FOPR)

Selection Process: Open Competition/RFQ

Eligibility: Oakland

**Project Description:** West Oakland-based artist Eesuu Orundide was selected to design, fabricate and install artwork in conjunction with park renovations. The artist has collaborated with City staff, project architects, FOPR and project community representatives on the design. The artwork design is also influenced by community engagement. The artist has proposed a monumental sculpture for his local community, the seniors and youth who use the park. To be located at the central gathering spot for all park users, the sculpture will be visible from the main entrance to the park. The artist's design pays homage to the value of sports and the human figure in motion and encourages discussion and engagement between the younger sports community and local, long-time residents.

**Community and Economic Development Benefits:** Raimondi Park and Sports Fields renovations will serve the immediate surrounding West Oakland community, as well as the popular youth-sports community throughout Oakland. Phase One park improvements have already been successfully implemented, revitalizing the surrounding streets, while creating expanded usage and visitation to the park. The sculpture will enhance all these benefits while creating a focal point and a stronger sense of place at the park's center.

**Project Status:** Initiated Fall 2006; artist selected Summer 2007; design development Fall 2007-Summer 2008; fabrication Fall 2008- Spring 2009; installation and project completion March 2009 (est.).

*Attachment A*

Item: \_\_\_\_\_

Life Enrichment Committee  
February 10, 2009

## **PWA/CEDA – Measure DD Projects**

### **12<sup>TH</sup> STREET RECONSTRUCTION**

**Artists: J. Todd Blair and John Colle Rogers, Oakland, CA**

Artwork Budget: \$150,000

Location: 12<sup>th</sup> Street Area of Lake Merritt, District 2

CIP Managing Department: PWA/CEDA

Selection Process: Open Competition/RFQ

Eligibility: Bay Area

**Project Description:** The artist team of J. Todd Blair and John Colle Rogers was selected to design, fabricate and install public art elements in the Lake Merritt 12<sup>th</sup> Street Reconstruction Project area as part of Measure DD, the Oakland Trust for Clean Water and Safe Parks. The team has been working with project architects and community members to develop a comprehensive, *integrated plan for the site.*

**Community and Economic Development Benefits:** The goal of the 12<sup>th</sup> Street project is to clean up and restore Lake Merritt and Oakland's watershed systems and expand recreational facilities and opportunities for Oakland citizens. The 12<sup>th</sup> Street Reconstruction Project will make sweeping changes to the south end of Lake Merritt that will transform the experience of public users, creating new access points to the lake, the channel and points beyond. This project includes a new landscaped shoreline park and viewpoint. The reconstruction project will improve the tidal circulation into Lake Merritt, enhance water quality and wildlife habitat, and create direct access for pedestrians, bicycles, and boats from Lake Merritt through Channel Park, eventually allowing easy access to the Bay Trail and Oakland Estuary waterfront. The public art project will help create significant physical, thematic and visual linkages and transitions between the channel and the lake, surrounding streets, neighborhoods and public facilities, and a sense of continuity between the zones of development.

**Project Status:** Initiated April 2006; artist selected November 2006; design development December 2006 to present; design completion July 2009 (est.); fabrication and installation Process July 2009 – November 2011 (est.); project completion December 2011 (est.).

---

*Attachment A*

Item: \_\_\_\_\_

Life Enrichment Committee  
February 10, 2009

## **OAKLAND WATERSHED PUBLIC ART MARKERS**

**Artist: TBD**

Artwork Budget: \$92,000

Location: Various locations at and adjacent to Lake Merritt; District 3

Managing Department: Cultural Arts & Marketing Division

Client: PWA Environmental Services

Selection Process: Open Competition/RFQ

Eligibility: Bay Area

**Project Description:** An artist or artist team will be selected to design, fabricate and install public artwork celebrating the role of creeks, creek nodes and the watershed system, with Lake Merritt as a focal point. The completed artwork project will include a prototype created by the artist plus one series of three to five marker sculptures that when installed will identify the location of creek corridors into the lake. The City shall have the right to reproduce the markers in future series contingent upon funding availability.

**Community and Economic Development Benefits:** Oakland is home to 15 main creeks and over 40 smaller tributaries which play a vital role in the city's health and well-being. All of Oakland's creeks are now partially or extensively buried or diverted into culverts and storm drains. Their lack of visibility in certain areas of the city reduces overall understanding of their role and value. Through this project, a series of interpretive artwork marker will be installed that will identify the location of creek nodes and draw attention to the value of the creek habitats that exist throughout the city, building watershed awareness. It is the intention of the project that the artwork marker design will become an iconic symbol representing the citywide watershed awareness program.

**Project Status:** Initiated December 2008; artist selected April/May 2009; design completion October 2009 (est.); fabrication and installation process November 2009-Summer 2010 (est.); project completion August 2010 (est.).

---

## **EAST OAKLAND SPORTS CENTER**

**Artists: Jos Sances and Daniel Galvez, Berkeley/Oakland, CA**

Artwork Budget: \$150,000

Location: 9175 Edes Avenue, District 7

CIP Managing Department: PWA/CEDA

*Attachment A*

Item: \_\_\_\_\_

Life Enrichment Committee

February 10, 2009

Client: Parks and Recreation

Selection Process: Open Competition/RFQ

Eligibility: West Coast (States of California, Oregon and Washington)

**Project Description:** The East Bay artist team of Jos Sances and Daniel Galvez were selected to design, fabricate and install public art for the East Oakland Sports Center, Phase One of a planned sports complex, to be developed for a site in Ira Jenkins Park. The artist team is designing a massive mural project to be painted on the sunshade element on the building's exterior and developing a secondary artwork flooring project inside the building. The artwork will focus on sports and community.

**Community and Economic Development Benefits:** The new sports center will become a key and much-needed recreational resource for this underserved neighborhood. The integrated artwork will enliven, enrich and enhance the quality of Oakland's visual environment and public space as well as educating and celebrating healthy living and lifestyles. The exterior art project will be widely visible for the benefit and enjoyment of the surrounding community.

**Project Status:** Artist selection completed February 2008; design development in progress; design completion April 2009 (est.); fabrication and installation process May 2009 – February 2010 (est.); project completion March 2010 (est.).

---

## **LAKE MERRITT – OAKLAND ESTUARY CHANNEL**

**Artists: John Roloff and Lewis De Soto, Oakland and Napa, CA**

Artwork Budget: \$357,000

Location: Lake Merritt-Oakland Estuary Channel, District 2

CIP Managing Department: PWA/CEDA

Selection Process: Open Competition/RFQ

Eligibility: Nationwide

**Project Description:** The team of John Roloff and Lewis deSoto was selected to develop a comprehensive plan for public art elements to be integrated into the Lake Merritt – Oakland Estuary Channel Public Art Project. The artwork program developed by the artists will be integrated with landscape architecture and engineering plans, in consultation with the landscape architecture firm Sasaki Associates. In light of the Public Art Program's adjustment of the Measure DD public art program budget to fully reallocate funds to their appropriate soft-cost and hard-cost categories, and the resulting increase to the budget for the Channel project, the scope

*Attachment A*

Item: \_\_\_\_\_

Life Enrichment Committee

February 10, 2009

of work will be expanded from a design-services-only structure to include the fabrication and installation of selected art elements.

**Community and Economic Development Benefits:** The Measure DD Public Art Program Plan's intent is to develop distinct and unique public artworks and artistic enhancements that influence Oakland's neighborhoods, public spaces and adjacent shoreline. The goal of the 10th Street Bridge Project and the Lake Merritt Channel Improvements at the 7th Street Flood Control Station is to create a linear park and link in the bicycle, pedestrian and waterway connections along the Lake Merritt Channel, which intersects Laney College, between Lake Merritt and the Oakland Estuary. The project will include landscape and channel improvements. The public art created for this project will be located adjacent to the paths and in the underpass tunnels, to help to unify the separate elements of the Channel Project, physically and conceptually, and to emphasize the Channel's importance ecologically and with respect to the City's goals for sustainability, while creating interesting and inviting paths and resting spaces for all visitors to the area.

**Project Status:** Initiated Fall 2005; artists selected Spring 2006; design development Summer 2006 - Summer 2009 (est.); fabrication commencing early 2010 (est.); installation and project completion mid-2011 (est.).

*Attachment A*

Item: \_\_\_\_\_

Life Enrichment Committee

February 10, 2009



# Oakland Redevelopment Agency

## STREETCAPE IMPROVEMENT PROJECTS

Artists: TBD

### Artwork Budgets:

Broadway, MacArthur, San Pablo Ave. Redevelopment Area	\$ 68,250
Central City East	237,900
Coliseum	141,482
West Oakland	31,200

Location: Redevelopment Areas of Broadway, MacArthur, San Pablo Ave. (North Oakland) (Districts 1 & 3), Central City East (Districts 2, 4, 5, 6 & 7), Coliseum (Districts 5, 6 & 7) and West Oakland (District 1)

CIP Managing Department: CEDA Engineering Project Management  
Client: Oakland Redevelopment Agency (ORA)

Selection Process: Open Competition/RFQ; by development of a Pre-Qualified Artist Pool  
Eligibility: National

**Project Description:** Artists will develop public art projects to be integrated with one or more active and pending streetscape improvement projects in each of the four Redevelopment Areas listed above. Applications from interested artists will be juried to create a pre-qualified pool of artists from which individuals can be selected for projects as they become active.

**Community and Economic Development Benefits:** As ORA-funded streetscape projects, each public art project will by necessity be located outdoors, designed to complement the streetscape improvements and by association contribute to revitalization and fostering of livable communities within the respective neighborhoods. Public Art staff will work with Redevelopment staff and the designated citizen committees to identify key project areas and opportunities, focusing on the main traffic corridors and key commercial and residential development areas.

**Project Status:** Individual project opportunities to be initiated as ORA funds become available in 2009; projects to be initiated Spring 2009 include: Broadway, MacArthur, San Pablo Ave. Redevelopment Area, Coliseum and West Oakland; artist(s) selection process Spring – Summer 2009; design development Fall 2009; fabrication/installation January – December 2010 (est.). Central City East Projects: Two-year time frame, to commence as project funds become available beginning in Summer– Fall 2009.

---

*Attachment A*

Item: \_\_\_\_\_

Life Enrichment Committee  
February 10, 2009

## **CENTRAL BUSINESS DISTRICT PUBLIC ART**

**Artists: Various, TBD**

Total Artwork Budget: \$956,774

Location: Telegraph Avenue from Kahn's Alley to 20<sup>th</sup> Street, District 3

Managing Departments: Oakland Redevelopment Agency (ORA); Cultural Arts & Marketing Division

Selection Process: Open Competition/RFQ

Eligibility: National

**Project Description:** ORA is redeveloping Telegraph Avenue as part of a revived Uptown District with an emphasis on its rich arts and entertainment history. This area of downtown is conceived as a residential/retail/entertainment center, based around the Fox Theater, the nearby Paramount Theater, the Uptown project by Forest City Developers, and other upcoming retail and residential developments. Reconfiguration of lanes and extension and improvement of sidewalks is part of the redevelopment work. A series of projects will celebrate the district's arts and entertainment history, while creating a walkable, intimate urban experience for nearby residents and visitors.

The working plan for public art along this corridor proposes a major, landmark light-based artwork on Telegraph Avenue. A priority location is just north of the Telegraph/Broadway intersection adjacent to Kahn's Alley. The 'lightwork' will act as a beacon or gateway into the arts and entertainment district. The remainder of public art funding will support *Luminous Oakland*, an innovative, eclectic multi-year series of temporary digital, media, and interdisciplinary art projects. Public Art staff will seek partnerships with private building owners on Telegraph, both to host temporary projects on their properties and to contribute to the perpetuation of the media corridor program beyond the City's initial period of funding (estimated three to five years).

**Community and Economic Development Benefits:** The public art program is a cornerstone of the plan to redevelop this historic district and restore it to prominence as an arts/entertainment/nightlife destination, while enhancing the daily urban experience for the many new residents moving into the district.

**Project Status:** Initiated Spring 2007 with "Great Wall of Oakland" media screening program; RFQ for major lightwork project to be released Spring 2009; first multi-project temporary event scheduled for May 2009; entire project to be phased in over three-year period.

*Attachment A*

Item: \_\_\_\_\_

Life Enrichment Committee

February 10, 2009

## **Grant Funded**

### **OPEN PROPOSALS 2009-2010**

**Artists: Various, TBD**

Artwork Budget: \$100,000 (Open Circle Foundation Grant Funds)

Location: Throughout Oakland

Selection Process: Open Competition/RFQ

Eligibility: Oakland only

Managing Department: Cultural Arts & Marketing Division

**Project Description:** Oakland-based artists will be commissioned to create permanent and temporary public art projects they have initiated, working alone or in collaboration with community organizations, for sites in neighborhoods throughout Oakland. Up to 15 artwork projects will be commissioned. Applicants may apply for 100% project funding but are encouraged to seek matching funds through support from the community and other funders before applying to Open Proposals. Projects will be judged in part by their connection to the communities in which they will be sited.

**Community and Economic Development Benefits:** These public art projects will be deeply rooted in community. The selected projects will foster community building and empowerment and neighborhood pride. They will contribute to creating a unique sense of place in their local environs. On a citywide level, the series of projects will help to connect neighborhoods in communal revitalization and inspiration. The projects may also leverage additional sources of funds, encouraging investment in Oakland's neighborhoods from regional foundations, local businesses and individuals.

**Project Status:** RFQ to be released February 2009; projects to be completed by December 2010.

*Attachment A*

Item: \_\_\_\_\_

Life Enrichment Committee

February 10, 2009

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2009 JAN 29 PM 4:35

Approved as to Form and Legality

*[Signature]*  
City Attorney

# OAKLAND CITY COUNCIL

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

## RESOLUTION TO ADOPT THE 2009 PUBLIC ART PROJECTS PLAN

**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**, in February 1989, the Oakland Redevelopment Agency (ORA) adopted a Public Art Resolution (Resolution No. 89-8 C.M.S.), earmarking 1.5% of ORA capital improvement project costs for the commissioning of public artwork; and

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

**WHEREAS**, Public Art Program staff and the Public Art Advisory Committee have worked in conjunction with other City staff to develop the 2009 Public Art Projects Plan for the commissioning of public art projects; and

**WHEREAS**, on December 8, 2008, the Cultural Affairs Commission unanimously approved the 2009 Public Art Projects Plan; and

**WHEREAS**, public art funds for the projects described in the 2009 Public Art Projects Plan are available, in multiple Capital Funds, and adoption of the Public Art Projects Plan will not require any additional funding to be appropriated; now, therefore be it

**RESOLVED:** that the City Council hereby adopt the 2009 Public Art Projects Plan.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_\_\_\_

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

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