

**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 ERIC POWELL IN AN AMOUNT NOT TO EXCEED SIXTEEN THOUSAND FIVE HUNDRED DOLLARS (\$16,500) FOR THE CREATION OF PUBLIC ARTWORK FOR THE BELLA VISTA PARK.

SUMMARY

Staff is recommending that the City Council approve the artist selection panel recommendation to award the artist Eric Powell a professional services agreement for an amount not to exceed sixteen thousand five hundred dollars (\$16,500) for the creation of public art for the Bella Vista Park in the San Antonio district of Oakland.

FISCAL IMPACT

The Bella Vista Park 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 agreement for an amount not to exceed sixteen thousand five hundred dollars (\$16,500) has been recommended to Eric Powell to create public art for the Bella Vista Park. The project funds will be funded from the Public Art Fund # 5505.

BACKGROUND

For several years Friends of Bella Vista Park (FoBVP) and Trust for Public Lands (TPL) have been working in collaboration with City staff to rehabilitate the existing facilities at Bella Vista Park, a 1.6-acre city park located in a densely populated neighborhood in the San Antonio District of Oakland. The park is the only open recreational space in the area and serves as the primary outdoor play space for nearly 600 school children at the adjacent Bella Vista Elementary School and more than 130 children at the nearby Bella Vista Child Development Center. In its current condition, Bella Vista is covered by asphalt and offers only aging basketball hoops, tennis courts and a play structure, with little landscaping or seating. The City of Oakland and its project partners plan to renovate the park into a safe and attractive recreational space suitable for

Item: 10
Life Enrichment Committee
July 13, 2004

the community at large and for the many children who use the facility daily. The results from surveys from neighborhood residents reflected requests for more green areas, a safe area for children and to implement "green" materials whenever possible. Plans for construction will begin Summer of 2004. The asphalt will be replaced with all weather turf, trees, landscaping and up-dated play areas. Renovations were designed by landscape architects Keller, Mitchell and Company. The public art component to this project is focused on the gateway entrance on 11th Street. It was felt by the community groups that the artwork could become an important focal point for the park.

Staff announced a Request for Qualifications to Bay Area artists in January of 2004. Thirteen applicants responded by the deadline on February 20, 2004. On March 25, 2004 a selection team of artists and art professionals Susan Liebovitz Steineman, Keith Harker, Michelle Gregor and community members Dixi Carillo, David Braden and Adreas Gerber met to review all the artists' qualifications and slides. The technical non-voting members were comprised of Cherie Newell, PAAC representative and Chair; Joseph Ingenito, Trust for Public Land (TPL) Program Director; Lily Soo Hoo, City of Oakland CIP Project Coordinator; and Jackie Keller, Landscape Architect, Keller Mitchell & Company. After a through review the selection panel chose four artists to interview. The artists were interviewed on April 8, 2004, and after references were reviewed a selection was made. The selection panel recommended the artist Eric Powell. On May 3, 2004, the Public Art Advisory Committee approved the recommendation of the selection panel. Two weeks later, on May 17, the Cultural Affairs Commission also, voted unanimously to accept the recommendation of the selection panel and to forward this recommendation to the City Council for approval.

KEY ISSUES AND IMPACTS

Community outreach and collaboration have been an important part of this project. The Public Art program has worked extensively with Friends of Bella Vista Park and Trust for Public Lands so that the public art will integrate well with the renovation plans of the park. Once the Request for Qualifications (RFQ) was prepared, a supplemental multilingual call for artists was distributed in the community in Spanish, Chinese, Vietnamese and Cambodian. The city targeted outreach for a Bay Area artist. The artist selection panels were open and accessible to the public. The artist selection panel included community members and local artists in addition to project team advisors. Finally, the Public Art Advisory Committee and Cultural Affairs Commission heard the artist selection panel recommendation of artist Eric Powell in regular public meetings on May 3 and May 17, 2004 respectively.

PROJECT DESCRIPTION

The public art opportunity is focused on one ten-foot metal gate and entry signage that is intended to identify the park by name. This park is heavily used during the day and the entrances are locked at night. With this in mind, the selection panel chose a metal artist whose artwork is durable, low maintenance, well constructed and could reflect the interests of the community. The selection panel was impressed with previous metal gates that Eric Powell has created throughout the Bay Area. The panel liked the artist's versatility exhibited in the metal gates he has designed and fabricated and his approach of working in the community to incorporate ideas, found objects and materials in the artwork.

SUSTAINABLE OPPORTUNITIES

Environmental: The artwork will be designed to be compatible with and integrated into the environment and landscape re-design of the Bella Vista Park. The artist will work closely with the project landscape architect, Friends of Bella Vista Park, Trust for Public Lands and City staff to develop artwork that is low-maintenance, comprised, in part, of re-cycled items and will not adversely impact the natural environment of the project site. Early in the park renovation planning meetings, the community had expressed interest in integrating "green" materials into the park and the landscape architect has used those principles as was possible. The re-cycled materials used in the gate will become an important focal point for the park.

Economic: Community-based public art projects bolster the cultural and civic identity of Oakland, fortifying the City and in this instance the Bella Vista Park in the San Antonio district 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 live, work or go to school near Bella Vista Park.

DISABILITY AND SENIOR CITIZEN ACCESS

The new metal gate artwork replaces an existing gate and poses no issue for disabled or senior citizen access to the artwork or the park.

RECOMMENDATION(S) AND RATIONALE

Staff recommends that the City Council approve the resolution authorizing a professional service agreement between the City of Oakland and artist Eric Powell for an amount not to exceed sixteen thousand five hundred dollars (\$16,500).

Paying careful attention to upholding the public trust in the selection and commissioning of public artwork, the Public Art program has emphasized community outreach, an open, public selection process, and thorough and thoughtful consideration of artist applications for the Bella Vista Park public art project.

ACTION REQUESTED OF THE CITY COUNCIL

Approve the resolution authorizing a professional service agreement between the City of Oakland and Eric Powell for an amount not to exceed sixteen thousand five hundred dollars (\$16,500).

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

Item: 10
Life Enrichment Committee
July 13, 2004

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C. M. S.

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2004 JUL -1 PM 2:03

INTRODUCED BY COUNCIL MEMBER _____



RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF OAKLAND AND ERIC POWELL IN AN AMOUNT NOT TO EXCEED SIXTEEN THOUSAND FIVE HUNDRED DOLLARS (\$16,500) FOR THE CREATION OF PUBLIC ARTWORK FOR THE BELLA VISTA PARK.

WHEREAS, the City of Oakland is in the process of rehabilitating the Bella Vista Park in the San Antonio district of Oakland; 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, and enriches the visual environment of the City of Oakland; and

WHEREAS, on March 25 and April 8, 2004, a six-member artist selection panel, consisting of three local artists and three community members, including local residents and a representative from Friends of Bella Vista Park, with an advisory body consisting of the landscape architect, a representative of Trust for Public Land, the Public Works Agency project manager, and a Public Art Advisory Committee member, met to select an metal artist for the Bella Vista art opportunity and by majority vote selected Eric Powell for as their artist of choice; and

WHEREAS, on May 3, 2004 the artist selection panel recommendation was presented to and unanimously approved by the Public Art Advisory Committee; and

WHEREAS, on May 17, 2004 the selection panel recommendation was presented to the Cultural Affairs Commission and they unanimously approved the recommendations to award artist Eric Powell the commission for the Bella Vista Park public art project; now therefore, be it

RESOLVED, that the City Council hereby authorize a professional services agreement between the City of Oakland and Eric Powell, in an amount not to exceed sixteen thousand five hundred dollars (\$16,500), for the design, fabrication and installation of a public artwork at the Bella Vista Park, and be it,

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

16

LIFE ENRICHMENT CMTF

JUL 13 2004

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

10
LIFE ENRICHMENT CMTE.

JUL 13 2004