

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

2010 APR 15 PM 5: 15

TO: Office of the City Administrator  
ATTN: Dan Lindheim  
FROM: Cultural Arts & Marketing Division  
DATE: April 27, 2010

RE: **A Report and Resolution To Adopt The 2010 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, public art projects are funded from 1.5% of the budgets of City of Oakland and ORA capital improvement projects. The Cultural Arts & Marketing Division of the Community & Economic Development Agency, and the Cultural Affairs Commission, request that City Council approve the resolution adopting the 2010 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 authorized the allocation of 1.5% of capital improvement project costs for the commissioning of public artwork. The total estimated budget for public art projects active in 2010 is \$3,209,586. (Please note that most projects in the Public Art Plan are multi-year projects. The artwork budgets listed will be expended over the lives of the projects and in most cases will not be wholly expended within 2010.) 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 of the Community & Economic Development Agency 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 project management staff from other City departments and from the ORA, 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

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

The 2010 Public Art Projects Plan was presented for public comment and Committee review at two successive regular meetings of the PAAC, on December 7, 2009, and February 8, 2010, and was approved by the PAAC at the latter meeting. The CAC at its meeting on March 8, 2010, unanimously approved the PAAC's recommendation and forwarded the recommendation to City Council.

### **KEY ISSUES AND IMPACTS**

The 2010 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 2010 Public Art Projects Plan includes many projects already in progress as well as projects commencing in 2010. 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 2010 Public Art Plan includes the public art projects to be completed at 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 Measure DD-funded improvements, with a new competition this year for artist-designed entrance gates for the Gardens at Lake Merritt. The public art components of various streetscape projects in the Central City East and Coliseum redevelopment areas will be activated, and several projects will be initiated to complement the improvements funded through Measure WW.

The 2010 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.

A policy of the Public Art Program is to award a majority of public art commissions to Oakland-based artists. In addition to direct financial opportunity, staff proactively provides technical

assistance and career development tools to Oakland-based artists. In 2009, the Public Art Program led a multi-city Bay Area partnership to create a pilot program, the "Public Art Academy," conceived to help emerging local artists compete in the public art field. In its first year, the Academy provided comprehensive training for 50 Bay Area artists, including 13 Oakland artists (the largest number from any of the participating cities).

### **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:** The Public Art Program provides economic opportunity directly and indirectly to Oakland-based 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 2010 Public Art Projects Plan. Responding to City Council goals, the 2010 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.

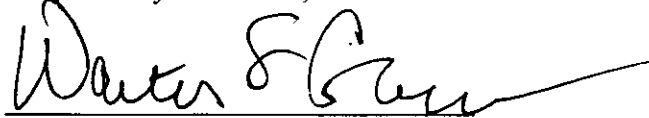
If no action is taken and the Public Art Projects Plan is not adopted, no ongoing or current projects can be administered. In the short term, the opportunity to integrate public artwork with active capital improvement projects and to leverage construction line-items through the public art budget

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 Cultural Affairs Commission recommend that the City Council approve the resolution adopting the 2010 Public Art Projects Plan (*Attachment A*).

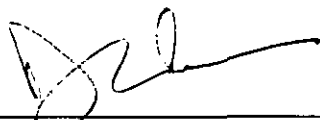
Respectfully submitted,



Walter S. Cohen, Director  
Community & Economic Development Agency

Prepared by:  
Steven Huss, Cultural Arts Manager

APPROVED AND FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE:



Office of the City Administrator

**Attachments**

Attachment A: 2010 Public Art Projects Plan

# 2010 Public Art Projects Plan City Of Oakland



CITY OF  
OAKLAND

**Cultural Arts & Marketing Department  
Community & Economic Development Agency**

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## The Public Art Projects Plan

The City of Oakland's Public Art Ordinance requires that staff submit a Public Art Projects Plan identifying all public art projects to be actively administered in the course of the year. The 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, Community & Economic Development Agency (CEDA) Project Delivery Division, and the Oakland Redevelopment Agency (ORA).

This Public Art Projects Plan for calendar year 2010 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 the City of Oakland and Oakland Redevelopment Agency capital improvement projects, from other sources of City and Agency funding, and from outside grants.

To develop the plan, the Public Art Coordinator reviews City of Oakland and ORA capital improvement projects and identifies sources for public art funding. Working with staff from other City departments and agencies and the ORA, 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. Staff presents the Public Art Projects Plan for review to the PAAC and the Cultural Affairs Commission, and in turn to the City Council for approval and implementation.

**2010 Public Art Projects Plan  
Financial Summary**

<b>Project</b>	<b>Neighborhood</b>	<b>Public Art Budget</b>
<b>Public Works Agency/CEDA Project Delivery</b>		
East Oakland Community Library	East Oakland	\$ 97,500
Fire Station 18	East Oakland	115,000
<b>Subtotal</b>		<b>\$ 212,500</b>
<b>Public Works Agency/CEDA – Measure DD</b>		
East Oakland Sports Center	East Oakland	150,000
Lake Merritt-Oakland Estuary Channel	Central Oakland	357,000
Entrance Gates, Gardens at Lake Merritt*	Downtown/Lake Merritt	86,000
Oakland Watershed Public Art Markers	Downtown/Lake Merritt	92,000
12 <sup>th</sup> Street Reconstruction	Downtown/Lake Merritt	\$ 150,000
<b>Subtotal</b>		<b>\$ 835,000</b>
<b>Public Works Agency/CEDA – Measure WW</b>		
Measure WW Projects*	Various	\$ 163,254
<b>Subtotal</b>		<b>\$ 163,254</b>
<b>Oakland Redevelopment Agency</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: “Luminous Oakland” Program	Downtown	\$ 1,520,000
<b>Subtotal</b>		<b>\$ 1,998,832</b>
<b>TOTAL – all active projects (estimated)</b>		<b>\$ 3,209,586</b>

\* *New this year.*

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# 2010 PUBLIC ART ANNUAL PLAN PROJECT DESCRIPTIONS

## Public Works Agency/CEDA Project Delivery

### **EAST OAKLAND COMMUNITY LIBRARY**

**Artist: Rene Yung, San Francisco, CA**

Budget: \$115,000 [allocated 2005-06]; 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:** Project Initiated Spring 2006; Commenced fabrication early 2009; Est. Completion Dates: Installation March 2010; Project Completed May 2010.

**FIRE STATION 18**

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

Project Budget: \$157,550 (allocated); 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. The project will include a series of mosaic works for the building exterior facing Foothill and 50th, in the community room and the second-story courtyard. The mosaics will incorporate brightly colored tile, recycled building materials, cast metal objects and historical photos from the Oakland Fire Department and surrounding community.

**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:** Project Initiated Spring 2008; Commenced fabrication early 2009; Est. Completion Dates: Installation March 2010; Project Completed May 2010.



## **PWA/CEDA – Measure DD Projects**

### **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

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 was 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 completed Summer 2009; fabrication and installation process January-June 2010 (est.); project completion June 2010 (est.).

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### **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

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**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 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 intent of the Measure DD Public Art Program plan 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; Artist Selected Spring 2006; Design Development Commenced Summer 2006; Project on hold until 12<sup>th</sup> Street Reconstruction Project Commences Early 2010; Estimated Redesign Completion Summer 2010; Estimated Installation & Project Completion 2011.

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## **ENTRANCE GATES TO THE GARDENS AT LAKE MERRITT**

**Artist: To be determined**

Artwork Budget: \$86,000

Location: Gardens at Lake Merritt, Bellevue Avenue

Managing Department: Cultural Arts & Marketing Division

Selection Process: Open Competition/RFQ

Eligibility: Bay Area

**Project Description:** An artist or artist team will be selected to create two public art entry gates for the Gardens at Lake Merritt.

**Community and Economic Development Benefits:** The intent of the Measure DD Public Art Program plan is to develop distinct and unique public artworks and artistic enhancements that influence Oakland's neighborhoods, public spaces and adjacent shoreline. This project will create beautiful and inviting entryways that identify and celebrate the gardens, which are a rich asset of the City of Oakland, enhancing their legacy and their historic, cultural, aesthetic and interpretive potential.

**Project Status:** Application deadline March 2010; artist contracted Summer 2010; completion est. Spring 2011.

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### **OAKLAND WATERSHED PUBLIC ART MARKERS**

**Artist: Scott Constable and Ene Osteraas-Constable, dba Wowhaus**

Artwork Budget: \$92,000

Location: Various locations at and adjacent to Lake Merritt; various districts

Managing Department: Cultural Arts & Marketing Division

Client: PWA Environmental Services

Selection Process: Open Competition/RFQ

Eligibility: Bay Area

**Project Description:** The artist team of Scott Constable and Ene Osteraas-Constable, dba Wowhaus, has been 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 will be installed in various neighborhoods and 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 markers 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; artists selected April 2009; design development in process; fabrication and installation Spring-Summer 2010 (est.); project completion August 2010 (est.).

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## **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.).

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# **PWA/CEDA – Measure WW Projects**

## **MEASURE WW PROJECTS**

**Artists: TBD**

Total Public Art Funding (active projects): \$204,067

20% Cap on 'Soft Costs' (including administration): \$40,813

Public Art Projects Budget: \$163,254

Location: Various

CIP Managing Department: CEDA Project Delivery

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

Eligibility: Bay Area

**Project Description:** Artists will develop public art projects to be integrated with one or more active and pending projects funded through Measure WW. 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.

In November 2009, voters passed Measure WW, the Regional Open Space, Wildlife, Shoreline and Parks Bond to provide funding to protect open space and create additional regional parks and trails in Alameda and Contra Costa counties. Multiple projects in Oakland will be funded. Public Art staff will develop a short list of proposed projects for public art integration.

**Community and Economic Development Benefits:** Public art projects will be located in parks or on trails and will contribute to the livability of communities within the respective neighborhoods and the quality of life for all residents of Oakland. Public Art staff will work with CEDA staff and any relevant citizen committees to identify key project areas and opportunities, focusing on the most universally accessible sites that will provide Citywide services and benefits.

**Project Status:** Individual project opportunities to be initiated as Measure WW funds become available in 2010.

# Oakland Redevelopment Agency

## STREETSCAPE 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 2010; projects to be initiated Spring 2010 include: Broadway, MacArthur, San Pablo Ave. Redevelopment Area, Coliseum and West Oakland; artist(s) selection process Spring – Summer 2010; design development Fall 2010; fabrication/installation January – December 2011 (est.). Central City East Projects: Two-year time frame, to commence as project funds become available beginning in Spring 2010.



**CENTRAL BUSINESS DISTRICT PUBLIC ART:  
"LUMINOUS OAKLAND" PROGRAM**

**Artists: Various, TBD**

Total Artwork Budget: \$1,520,000

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, dining and nightlife. 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. In this re-emergent district, public art will play a key role in fostering commerce and tourism as an element of the economic development strategy.

The *Luminous Oakland* public art plan for this corridor encompasses an eclectic program of permanent and temporary projects with an emphasis on public art that is light-based, media-based and/or kinetic in nature. Major landmark projects by leading regional and national artists will reflect the Fox Oakland and surrounding buildings and nightlife, and will be balanced with multiple opportunities for more modest permanent and temporary projects that will be open to regional artists only. Public Art staff has begun to establish partnerships with private business owners in the Uptown district to host certain temporary projects on private property and to contribute to the perpetuation of the art corridor program beyond the initial period of funding with public art dollars.

The first permanent project will be the transformation of the BART access corridor at 17<sup>th</sup> Street between Telegraph Avenue and Broadway into an arts-centered gateway to the Uptown district, and a destination in its own right. An artist will be selected to collaborate with project architects Sasaki Associates and other stakeholders on improvements to the site and contiguous sidewalks/building façades, to enhance the overall project designs, identify art opportunities, and design and fabricate artistic enhancements which animate the space to create a safe, inviting, exciting and engaging entry into the Uptown District. The selected artist will also create a major, integrated light-based and/or media-based public artwork that has significant visibility from a distance and helps to draw people to the site from both Broadway and Telegraph Avenue during day and evening hours.

**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; first multi-project temporary event held June 2009 as part of “Uptown Unveiled” activities; 17<sup>th</sup> Street Gateway Corridor RFQ released Fall 2009 with artist selection January/February 2010; entire program to be phased in over three-year period.

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*[Signature]*  
City Attorney

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2010 APR 15 PM 5:16

# OAKLAND CITY COUNCIL

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

## RESOLUTION TO ADOPT THE 2010 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 2010 Public Art Projects Plan for the commissioning of public art projects; and

**WHEREAS**, on March 8, 2010, the Cultural Affairs Commission unanimously approved the 2010 Public Art Projects Plan; and

**WHEREAS**, public art funds for the projects described in the 2010 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 2010 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