

2009 Public Art Projects Plan City Of Oakland

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**CITY OF
OAKLAND**

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

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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 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.

**2009 Public Art Projects Plan
Financial Summary**

Project	Neighborhood	% for Art Allocation
<i>Public Works Agency/CEDA Project Delivery</i>		
East Oakland Community Library	East Oakland	\$ 115,000
Fire Station 18	East Oakland	157,550
Fremont Pool	East Oakland	30,000
Peralta Hacienda Historical Park	East Oakland/Fruitvale	10,905
Raimondi Park	West Oakland	62,500
Subtotal		\$ 375,955
<i>Public Works Agency/CEDA -- Measure DD</i>		
12 th Street Reconstruction	Downtown/Lake Merritt	\$ 155,200
Oakland Watershed Public Art Markers	Downtown/Lake Merritt	101,600
East Oakland Sports Center	East Oakland	158,214
Lake Merritt-Oakland Estuary Channel	Central Oakland	364,500
Subtotal		\$ 779,514
<i>Oakland Redevelopment Agency</i>		
Streetscape Improvement Projects	Broadway, MacArthur, San Pablo Ave.	\$ 105,000
	Central City East	366,000
	Coliseum	217,665
	West Oakland	48,000
Central Business District Public Art	Downtown	\$ 956,774
Subtotal		\$1,693,439
<i>Grant Funded</i>		
Open Proposals 2009-2010		\$ 100,000
Subtotal		\$ 100,000
TOTAL – all active projects (estimated)		\$2,948,908

2009 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
Current balance: \$107,493. Approximately \$100,000 to be expended in 2009.

Location: Intersection of 81st 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; Commencing fabrication early 2009; Est. Completion Dates: Installation November 2009; Project Completed January 2010.

FIRE STATION 18

Artist: Laurel True, Oakland, CA

Project Budget: \$157,550; Artwork Budget: \$115,000.

Allocations to date (2008-09): \$30,000

Location: 1700 50th 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 50th 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; Currently in Design Development; Est. Completion November 2009.

FREMONT POOL

Artist: to Be Determined

Budget: \$30,000; Artwork Budget: \$30,000

Allocations to date (2008-09): \$ 0

Location: 4550 Foothill Boulevard, District 5

CIP Managing Department: PWA/CEDA

Client: Oakland Parks & Recreation

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 façade of the building 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 community popular 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 façade and engaging community youth in the artist's design process, thus encouraging the community youth's 'ownership' of the project.

Project Status: Project Initiated Fall 2008; Artist Selection/Design/Fabrication 2009; Est. Completion June 2009.

PERALTA HACIENDA HISTORICAL PARK

Artist: To Be Determined

Funding: \$10,905; Artwork Budget: \$10,905 Murray-Hayden Grant Funds

Location: 2465 34th 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 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 enhancements to the park.

Project Status: Request for Qualifications Winter/Spring 2009; Artist Selection/Design/Fabrication 2009; Est. Completion 2010.

RAIMONDI PARK

Artist: Eesuu Orundide, Oakland, CA

Budget: \$62,500 [allocated 2006-07 with supplement 07-08]; Artwork Budget: \$50,000

Funded to date: \$62,500

Location: 18th 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 proposes to create 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. Project Initiated Fall 2006; Artist Selected Summer 2007; Design Development Fall 2007- Summer 2008; Fabrication Fall 2008- Spring 2009; Es. Installation & Project Completion March 2009.

PWA/CEDA – Measure DD Projects

12TH STREET RECONSTRUCTION

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

Budget: \$155,200 funded by Measure DD Series A; Artwork Budget: \$150,000
Expenditures to Date: \$35,678

Location: 12th 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 12th 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 12th 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 12th 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: Project Initiated April 2006; Artist Selected November 2006; Design Development December 2006 to present; Estimated Design Completion July 2009; Est. Fabrication & Installation Process July 2009 – November 2011; Est. Project Completion December 2011.

OAKLAND WATERSHED PUBLIC ART MARKERS

Artist: TBD

Total Budget: \$101,600 funded by Measure DD Series A and B; Artwork Budget: \$92,000.
Funded to Date: \$42,950 (Series A)

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: Project Initiated November 2009; Artist Selected by August 2009; Est. Artwork Design Completion January 2009; Est. Fabrication & Installation Process February 2010; Est. Project Completion August 2010.

EAST OAKLAND SPORTS CENTER

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

Total Budget: \$158,214 Funded by Measure DD Series A and B; Artwork Budget: \$150,000.
Funded to Date: \$36,300 (Series A). Expenditures to Date: \$14,318.

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 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 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; Est. Design Completion April 2009; Est. Fabrication & Installation Process May 2009 – February 2010; Est. Project Completion March 2010.

LAKE MERRITT – OAKLAND ESTUARY CHANNEL

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

Budget: \$364,500 Measure DD Series A; Artwork Budget: \$357,000.
Allocated to Date: \$83,652

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 budget to fully reallocate funds to their appropriate 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 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; Artist Selected Spring 2006; Design Development Summer 2006- Summer 2009; Fabrication Commencing Early 2010; Estimated Installation & Project Completion Mid 2011.

Oakland Redevelopment Agency

STREETCAPE IMPROVEMENT PROJECTS

Artists: TBD

Estimated Budgets:

Broadway, MacArthur, San Pablo Ave. Redevelopment Area	\$105,000
Central City East	366,000
Coliseum	217,665
West Oakland	48,000

Artwork Project Budgets:

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

Allocated to date (2008-09): \$ 0

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 Redevelopment-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; Est. Fabrication/Installation/Completion December 2010.
Central City East Projects: Two-Year Time Frame, to Commence as Project Funds Become Available Commencing Summer – Fall 2009.

CENTRAL BUSINESS DISTRICT PUBLIC ART

Artists: Various, TBD

Funding: \$956,774

Location: Telegraph Avenue from Kahn's Alley to 20th 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 plan. A series of projects that celebrate the district's arts and entertainment history, while creating a walkable, intimate urban experience for nearby residents and visitors, is planned.

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 the "Great Wall of Oakland" program; RFQ for major lightwork project to be released Spring 2009; multi-project temporary event scheduled for April 2009; entire project to be phased in over three-year period.

Grant Funded

OPEN PROPOSALS 2009-2010

Artists: Various, TBD

Funding: \$100,000 Open Circle Foundation Grant Funds; Artwork Budget: \$100,000.

Location: All 7 districts of Oakland

Selection Process: Open Competition/RFQ

Eligibility: Oakland only

Managing Department: Cultural Arts & Marketing Division

Project Description: Oakland 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, with at least one project per district. 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. All projects should have an environmental focus.

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 January/February 2009; projects to be completed by December 2010.