



Cultural Arts Programs

Cultural Arts & Marketing Division

TO: Cultural Affairs Commission
ATTN: Lori Zook, Acting Chair
FROM: Steven Huss, Cultural Arts Programs Coordinator
DATE: April 27, 2009
RE: Public Art Advisory Committee Recommendation to Amend 2009 Public Art Projects Plan to Define Site for Public Art Project at Peralta Hacienda Historical Park and to Define Artist Selection as a Limited Invitational Process

SUMMARY

The Public Art Advisory Committee (PAAC) recommends that the public art project at Peralta Hacienda Historical Park in conjunction with the park's Phase 3B construction project be a site-specific work for the new entry gate. The PAAC further recommends selecting the project artist through an invitational process, due to the limited budget and the need for expediency in order to meet the project timeline.

BACKGROUND

On December 8, 2008, the Cultural Affairs Commission approved the 2009 Public Art Projects Plan on recommendation from the PAAC. Included in the Plan was a public art project budgeted at \$10,905 for Peralta Hacienda Historical Park. This report proposes an amendment to the plan providing the site and method of artist selection for the project.

The Peralta Hacienda Phase 3B capital improvement project managed by the Public Works Agency will include construction of a multi-purpose room for arts and educational activities, rest rooms, and a large stage located beside the site's landmark adobe wall. The vision for the park (being implemented in phases) was developed by residents of the neighborhood, The Friends of Peralta Hacienda Historical Park, historians and City of Oakland staff. A master plan was prepared by landscape architect Mario Schjetnan and Oakland-based PGAdesign. The structures for this phase of construction were designed by architect Irving Gonzales.

Funding for Phase 3B is from a Murray-Hayden Urban Youth Services Grant from California State Parks, Community Development Block Grants, and contributions from the office of Councilmember Ignacio De La Fuente. The public art budget of \$10,905 is a 1.5% allocation from the Murray-Hayden grant funds. These public art funds must be used for this capital project and cannot be expended at another City site. Construction on Phase 3B is estimated to begin July 1, 2009, and must be completed by December 31, 2009.

Working with Councilmember De La Fuente's office and Public Works Agency Project Delivery staff, Public Art Program staff identified the new entry gate as the preferred site for public art, given its prominence and centrality on the site, and the opportunity to make a significant visual impact despite the limited budget.



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Considering the budget as well as the need to fast-track the public art project in order to meet the construction completion deadline, staff proposed administering a limited invitational process. The PAAC approved staff's recommendation at its April 6, 2009 meeting.

The selection process will entail identifying qualified artists living in the Bay Area whose skills and experience are a good match for this project. Several artists from this limited pool will be invited to present their work to and be interviewed by staff and community representatives. One artist will then be selected to receive the commission, with PAAC and CAC approval. For reference, this process is common practice in similar situations, and was used to strong success recently in the selection and commissioning of artist Laurel True for the fast-track Willow Park public art project completed in 2007.

Staff welcomes PAAC and CAC members to nominate appropriate artists for the invitational pool. Given the nature of the project, nominated artists should have expertise in metalwork or other media appropriate for permanent installation on the entry gate.

FINANCIAL IMPACT

Action on this recommendation will have no new financial impact.

RECOMMENDATIONS

The PAAC recommends that the CAC approve the site for the artwork, and the proposed limited invitational artist selection process, for the Peralta Hacienda Historical Park public art project.