



# Cultural Arts Programs

## *Cultural Arts & Marketing Division*

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### **PUBLIC ART ADVISORY COMMITTEE AGENDA ITEM # IV.A.**

**Title:** Presentation and Review of mural proposal by Kristi Holohan, Arts and Creative Expression (ACE Arts) for Dimond Gateway Peace Park Retaining Wall

**Submitted by:** Kristen Zaremba, Assistant Public Art Coordinator

**Committee Date:** April 6, 2009

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### **SUMMARY**

Projects within the City of Oakland that will result in the placement of a permanent work of art on City property, or which are funded by the Cultural Arts Program, must undergo a City of Oakland public art review and approval process before such projects can be executed. Artist Kristi Holohan/ACE Arts is proposing to create a mural for a retaining wall located on Lincoln Avenue, below the Dimond Gateway Peace Park at MacArthur Ave. Ms. Holohan will present the proposal.

### **BACKGROUND**

Artist Kristi Holohan has support from the city and community representatives to create a mural depicting the local flora and fauna of the area and incorporating text to serve as a gateway to the Dimond District. The artist will be assisted by community youth from Bret Harte Middle School and the surrounding community. The park's landscape designer, Dimond Improvement Association, and Dimond Merchant Association representatives will also help the artist is raising funds for the project and its successful completion.

Projects within the City of Oakland that will result in the placement of a permanent work of art on City property, or which are funded by the Cultural Arts Program, must undergo a City of Oakland public art review and approval process before such projects can be executed. The artist and/or project sponsor is required to submit a work plan for review by the Public Art Advisory Committee prior to creation and installation of the artwork.

Public Art staff have determined that the proposed mural does not meet the criteria established by the Oakland Gifts Policy or require review by the Gifts Panel. The role of the PAAC is to review the artist's proposal, to make an advisory judgment regarding form, content and feasibility of the proposed work, to determine if the proposed project meets general standards for public art in the city of Oakland and to determine who will be responsible for ongoing maintenance of the work. The Artist Initiated Public Art Policy Guidelines and the artist's completed Public Art Advisory Committee Review Form are attached here.

### **FINANCIAL IMPACT**

No financial impact on Public Art Program funds will result from approval of this proposal. The project budget is being raised by the community.

### **RECOMMENDATION**

Staff recommends approval of the proposal pending documentation of approval from PWA.



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### CITY OF OAKLAND

#### ARTIST & COMMUNITY INITIATED PROJECTS FOR CITY PROPERTY

#### PUBLIC ART POLICY

Projects within the City of Oakland that will result in the placement of a permanent work of art on City property, or which are funded by the Cultural Arts Programs, must undergo a City of Oakland public art review and approval process before such projects can be executed.

The artist and/or project sponsor is required to submit to the City a work plan for review by the Public Art Advisory Committee prior to creation and installation of the artwork. The Public Art Advisory Committee (PAAC) is a professionally qualified citizen committee approved by Oakland City Council to oversee quality control of the City's public art program and to advise the Cultural Affairs Commission and City Council on public art related matters.

In coordination with staff of the Cultural Funding and Public Art programs, the artist and/or sponsor shall appear before the PAAC at a regularly scheduled meeting to present the project work plan.

The project work plan shall include the following:

1. A written description of the proposed artwork.
2. A project timeline.
3. Written permission for use of proposed site, including acknowledgment of responsibilities from property owner.\*Consult the Federal Visual Artists Rights Act (VARA) and California Art Preservation Act (CAPA) guidelines for more information.
4. Demonstration of community support for proposed project.
5. Budget (to ensure sufficient resources for completion of project).
6. Photographs of the existing site.
7. Adequate visual representation in color of the proposed work, in drawing(s) and/or three-dimensional model(s), with scale indicated.
8. A scale drawing depicting the proposed work *as it will be sited*.
9. A list of past projects and/or other supporting material relevant to the artist's experience with similar projects, if any.

The PAAC will make an advisory judgment regarding form, content and feasibility of the artwork, and will determine if the proposed project meets standards for public art in the city of Oakland. **Once the PAAC has made a judgment regarding the proposed project design, no design changes can be made by the contractor without returning for approval prior to implementation.**

Please contact staff if you need assistance with the project work plan:

Steven Huss, Public Art Coordinator, 238-4949 or [shuss@oaklandnet.com](mailto:shuss@oaklandnet.com)

Kristen Zaremba, Assistant Public Art Coordinator, 510-238-2155 or [kzaremba@oaklandnet.com](mailto:kzaremba@oaklandnet.com)