

# **2009 Public Art Projects Plan City Of Oakland**

DRAFT



**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**

<b>Project</b>	<b>Neighborhood</b>	<b>% for Art Allocation</b>
<b><i>Public Works Agency/CEDA Project Delivery</i></b>		
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
<b>Subtotal</b>		<b>\$ 357,656</b>
<b><i>Public Works Agency/CEDA -- Measure DD</i></b>		
12 <sup>th</sup> Street Reconstruction	Downtown/Lake Merritt	\$ 262,500
Oakland Watershed Public Art Markers	Downtown/Lake Merritt	92,000
East Oakland Sports Center	East Oakland	158,214
Lake Merritt-Oakland Estuary Channel	Central Oakland	364,500
<b>Subtotal</b>		<b>\$ 877,214</b>
<b><i>Oakland Redevelopment Agency</i></b>		
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	\$1,918,000
<b>Subtotal</b>		<b>\$2,654,665</b>
<b><i>Grant Funded</i></b>		
Open Proposals 2009-2010		\$ 100,000
<b>Subtotal</b>		<b>\$ 100,000</b>
<b>TOTAL – all active projects (estimated)</b>		<b>\$3,989,535</b>

# 2009 PUBLIC ART ANNUAL PLAN PROJECT DESCRIPTIONS

## Public Works Agency/CEDA Project Delivery

### **EAST OAKLAND COMMUNITY LIBRARY**

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

Funding: \$115,000 [allocated 2005-06]

Artwork Project Budget: \$97,500

Location: Intersection of 81<sup>st</sup> Avenue and Rudsdale Street, District 7

Managing Department: Public Works Agency/CEDA Project Delivery

Client: Oakland Public Library

#### Project Description:

Artist Rene Yung was selected to design, fabricate and install artwork for the new branch library. Ms. Yung is collaborating on design integration with project architects, library administrators, and staff from adjacent schools. The artwork will be influenced by community engagement. The proposed project includes artwork for the library windows and an interior interactive element.

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)

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### **FIRE STATION 18**

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

Funding: \$157,550

Artwork Project Budget: \$115,000 [allocated 2008-09]

Location: 1700 50<sup>th</sup> Avenue at Foothill Boulevard, District 4

Managing Department: PWA/CEDA

Client: Oakland Fire Department

#### 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.

Selection Process: Open Competition/RFQ

Eligibility: Bay Area

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### **FREMONT POOL**

**Artist: to Be Determined**

Funding: \$30,000

Artwork Project Budget: \$30,000

Location: 4550 Foothill Boulevard, District 5

Managing Department: PWA/CEDA

Client: Oakland Parks & Recreation

Project Description:

Fremont Pool will be renovated. An artist will be selected to develop a two-piece tile or comparable permanent material project 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.

Selection Process: Open Competition/RFQ

Eligibility: Bay Area

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### **PERALTA HACIENDA HISTORICAL PARK**

**Artist: To Be Determined**

Funding: \$10,905

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

Location: 2465 34<sup>th</sup> Avenue, District 5

Managing Department: PWA/CEDA

Client: Oakland Parks and Recreation, Peralta Hacienda

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.

Selection Process: Open Competition/RFQ

Eligibility: Bay Area

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**RAIMONDI PARK**

**Artist: Eesuu Orundide, Oakland, CA**

Funding: \$62,500 [allocated 2006-07 with supplement 07-08]

Artwork Project Budget: \$50,000

Location: 18<sup>th</sup> Street between Campbell and Wood Streets, District 3

Managing Department: PWA/CEDA

Client: Oakland Parks & Recreation / Friends of Oakland Parks & Recreation (FOPR)

Project Description: West Oakland-based artist Eesuu Orundide was selected to design, fabricate and install artwork in conjunction with park renovations. The artist will collaborate with City staff, project architects and FOPR. The artwork will also be influenced by community engagement.

Selection Process: Open Competition/RFQ

Eligibility: Oakland

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**PWA/CEDA –  
Measure DD Projects**

**12<sup>TH</sup> STREET RECONSTRUCTION**

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

Funding: \$262,500 Measure DD Series A

Artwork Project Budget: \$250,000

Location: 12<sup>th</sup> Street Area of Lake Merritt, District 2

Managing Department: PWA/CEDA

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.

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 12<sup>th</sup> Street project, the artists are revisiting their scope of work and developing a proposal for a major central artwork, to be enhanced by multiple, thematically linked artistic interventions throughout the project sphere.

Selection Process: Open Competition/RFQ

Eligibility: Bay Area

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

**Artist: TBD**

Funding: \$101,600 Measure DD Series A

Artwork Project Budget: \$92,000

Location: Various locations at and adjacent to Lake Merritt; District 3

Managing Department: Cultural Arts & Marketing Division

Client: PWA Environmental Services

#### **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 artwork project will be a prototype and one series of three to five marker sculptures that 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.

Selection Process: Open Competition/RFQ

Eligibility: Bay Area

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### **EAST OAKLAND SPORTS CENTER**

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

Funding: \$158,214 Measure DD Series A

Artwork Project Budget: \$150,000

Location: 9175 Edes Avenue, District 7

Managing Department: PWA/CEDA

Client: Parks and Recreation

**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 Jinkins 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.

**Selection Process:** Open Competition/RFQ

**Eligibility:** West Coast (States of California, Oregon and Washington)

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**LAKE MERRITT – OAKLAND ESTUARY CHANNEL**

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

**Funding:** \$364,500 Measure DD Series A

**Artwork Project Budget:** \$357,000

**Location:** Lake Merritt-Oakland Estuary Channel, District 2

**Managing Department:** PWA/CEDA

**Project Description:**

The team of John Roloff and Lewis deSoto was selected to develop a comprehensive plan for public art elements that will 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 for the Lake Merritt – Oakland Estuary Channel Project, in consultation with the landscape architecture consultant 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 for this project will be expanded from design services only to include the fabrication and installation of selected art elements.

**Selection Process:** Open Competition/RFQ

**Eligibility:** Nationwide

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**Oakland Redevelopment Agency**

**STREETCAPE IMPROVEMENT PROJECTS**

**Artists:** TBD

**Funding:**

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

Location: Redevelopment Areas of Broadway, MacArthur, San Pablo Ave. (North Oakland), Central City East, Coliseum and West Oakland

Managing Department: CEDA Engineering Project Management  
 Client: Oakland Redevelopment Agency (ORA)

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.

Selection Process: Open Competition/RFQ  
 Eligibility: National

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**CENTRAL BUSINESS DISTRICT PUBLIC ART**  
**Artists: Various, TBD**

Funding: \$956,774

Location: Telegraph Avenue from Kahn Alley to 20<sup>th</sup> Street, District 3

Managing Department: Oakland Redevelopment Agency (ORA); Cultural Arts & Marketing Division

Project Description:

ORA will redevelop 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. 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 one or more major, landmark light-based artworks on Telegraph Avenue. A priority location is on Telegraph Avenue just north of its intersection with Broadway, adjacent to Kahn's Alley. These 'lightworks' will act as beacons and gateways ushering the public into the arts and entertainment district. The remainder of public art funding will support the *Luminous Oakland Project*, 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).

Selection Process: Open Competition/RFQ  
Eligibility: National

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## **Grant Funded**

**OPEN PROPOSALS 2009-2010**  
**Artists: Various, TBD**

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

Location: All 7 districts of Oakland

Managing Department: Cultural Arts & Marketing Division

Project Description:

Oakland artists will be commissioned to create permanent and temporary public art projects they have initiated by themselves or in collaboration with community organizations, for sites in neighborhoods throughout Oakland. Up to 20 projects will be commissioned with at least one artwork in every district. Applicants may apply for 100% of their project budgets, 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.

Selection Process: Open Competition/RFQ  
Eligibility: Oakland only