



Cultural Arts Programs

Cultural Arts & Marketing Division

PUBLIC ART ADVISORY COMMITTEE AGENDA ITEM IV.

Title: Oakland Super Heroes Mural #3 Proposal from Attitudinal Healing Connection

Submitted by: Steven Huss, Cultural Arts Manager

Committee Date: November 3, 2014

SUMMARY

A proposal for the third mural in the series of “Oakland Super Heroes” murals in West Oakland’s Hoover Corridor neighborhood, sponsored by Attitudinal Healing Connection, is being presented to the Public Art Advisory Committee for its review and approval.

FISCAL IMPACT

The modest fiscal impact to the City for staffing the proposal review, coordination, and application to Caltrans to approve the project will be offset by a fee from the project sponsor as determined by the City’s Master Fee Schedule.

BACKGROUND

Attitudinal Healing Connection (AHC), the West Oakland-based nonprofit community organization, is planning and installing a series of murals called the Oakland Super Heroes Mural Project on Caltrans abutment walls in the underpasses of the Interstate 580 Freeway between Martin Luther King Jr. Way and San Pablo Avenue. The mural project will engage local public artists and area residents (particularly youth) to create murals for six walls that will cover approximately 14,000 square feet of wall space.

In 2011, AHC received partial funding for this mural series from the West Oakland Project Area Committee. Subsequently, the Oakland City Council/Redevelopment Agency passed a resolution that approved creation and installation of the six murals for the I-580 underpasses. However, City policy required that final acceptance was contingent upon review and approval by the Public Art Advisory Committee (PAAC) of proposals for the individual murals as they were developed. The PAAC approved the proposal for Oakland Super Heroes mural #1 on January 9, 2012, and the mural #2 proposal on October 7, 2013.

PAAC review and approval are required as (1) a stipulation of the award of any City funds that will result in a public art project and (2) a prerequisite to submitting an application to Caltrans for permission to install artwork on their structures. In the case of the Oakland Super Heroes project, a separate application must be submitted to Caltrans for each mural.



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The City of Oakland Cultural Funding Program is recommending a Fiscal Year 2014-15 grant award of \$7,500 to AHC in support of Oakland Super Heroes mural #3. Additional funding for this mural is being provided by a grant of \$20,000 from Councilmember Rebecca Kaplan and a grant of \$10,000 from Councilmember Lynette McElhaney, through City Council's Graffiti Abatement Murals & Green Walls Program.

PUBLIC ART PROJECT DESCRIPTION

The proposed mural will be installed on West Street between 35th Street and 36th Street. The project's art director will be David Burke and the lead artist will be Javier Rocabado. The mural was designed by students of West Oakland Middle School. For more detail, please refer to the accompanying proposal from AHC. Maintenance of the Oakland Super Heroes murals will be the responsibility of AHC through a separate written agreement with the Public Art Program.

ACTION REQUESTED OF THE COMMITTEE

Staff recommends that the Public Art Advisory Committee review and approve the design concept and supporting materials for Oakland Super Heroes mural #3.

Respectfully submitted,

Steven Huss
Cultural Arts Manager