



## **GRAFFITI ABATEMENT MURALS & GREEN WALLS PROGRAM**

### **CALL FOR NEIGHBORHOOD PROPOSALS APPLICATION**

*(Oakland City Council Discretionary Allocation for the 2013 – 2015 Budget)*

**1) Describe the proposed mural or green-wall concept, its relationship to the neighborhood, and the way in which this project will engage the community:**

This mural project would be to restore the Baby Hiram mural on 7<sup>th</sup> St. and create a new mural on the building next to it which is covered in tagging right now. The fence and the adjoining building are between Peralta and Campbell on 7<sup>th</sup> (1620 7<sup>th</sup> St.). This mural project is significant to the community in two ways: firstly, the Baby Hiram mural was erected to honor the baby which was shot and killed just two blocks away at the end of 2011 and is an important reminder of the community coming together in the face of tragic violence; secondly, the street is visible to all traffic on 7<sup>th</sup> St. and all BART trains going to and from San Francisco from the W. Oakland BART.

This project would involve dozens of community members if not more. OneFam is currently co-ordinating the Lower Bottom/Prescott neighborhood association which meets monthly and is very interested in completing this project. Besides the volunteers who will help construct the mural, there will also be a community event to celebrate the new artwork.

**2) Provide a brief description (2-3 paragraphs) of the wall's condition and history:**

The fence where the Baby Hiram mural stands is very visible from BART and is one of the first things a person sees when the train leaves the Bay Tunnel and arrives in Oakland. For this reason it has been a favorite wall for graffiti and tagging for decades. Then in 2011, after the death of Baby Hiram, it was designated as an ideal place for a commemorative mural- it would turn a rundown, tagged space into something the community could take pride in and honor the victims of street violence.

For almost two years the wall that had been covered in graffiti was left alone and untouched. However, in the past couple of years some defamation started and recently it has gotten to the point where residents feel that something must be done. Additionally, OneFam would like to extend the mural to cover the wall next to it so that both spaces can beautify instead of denigrate the neighborhood. The adjoining wall is extensive and would take significant planning and resources to complete, but we feel confident that with neighborhood support we can get it done.

**3) Provide the estimated timeline to create and execute the proposed project, the anticipated lifespan (number of years) of the proposed project, and identify the person(s) or organization that agree(s) to maintain the project for its lifespan:**

This project would occur within the next six months. We already have over a dozen community members that want to be part of it and several local artists who will assist us. The lifespan of the mural will be 3-5 years and the Lower Bottom Neighborhood Assoc. (LBNA) sponsored by OneFam can commit to maintaining it for those years. OneFam is located just ½ a block away and has been in that location since 2009. We currently sponsor monthly community meetings at our space so it will be easy to keep a watch on the mural.

**4) Using a table, provide a preliminary budget summary that includes estimated costs of materials, supplies, implementation, insurance, permits, artist fees, and any other expenses associated with the proposed project. Indicate the funding amount you are requesting for this project and the amount and source of matching funds or materials:**

Description	Estimated Cost	Funding Source
<b>Meeting Space</b> – For community workshops and meeting to Organize the mural and the completion celebration	<b>\$200</b>	OneFam / LBNA
<b>Administrative Assistance</b> Keeping all records and facilitating conversations between the owner and residents etc.	<b>\$300</b>	OneFam/ LBNA
<b>Paint and Brushes/ Other Materials</b>	<b>\$300</b>	Donations from Residents
<b>Artist Fees</b> – This includes the artist conducting a community workshop to gain community input and have residents be part of the process.	<b>\$950</b>	Grant Money
<b>Food for Community Event to Celebrate Mural Completion</b>	<b>\$400</b>	Grant Money
<b>Outreach Materials</b> to invite all residents who want to get involved. Includes designing, printing and distribution flier.	<b>\$650</b>	Grant Money
<b>Total Cost</b>	<b>\$2800</b>	

Amount Currently Requested: \$2000.00

Amount Contributed by OneFam and community members: \$800.00

**5) Please attach the following documents with your application:**

- Photographs documenting the wall’s current blighted condition and its high-visibility location.
- Address and proof of ownership of the property/properties proposed for treatment with mural or green wall.
- Written evidence of property owner’s consent and sponsorship

Please see photos in this document.

Proof of ownership is a document from a court order on Sept. 4<sup>th</sup> 2014 which allocates all the properties between 1600-1632 7<sup>th</sup> St. to Lucy Lequin. If additional documentation is needed we can provide more.

The consent is submitted as an email from the owner which was received yesterday.

Please let us know if you would like additional documentation.

**6) Include any other information about the project you would like your Council District Office to be aware of:**

This street is one of the first things that people on BART coming to Oakland see from their windows. We have a big opportunity to change first impressions about our city.

**Consent and Sponsorship E-mail:**

**From:** LUCY LEQUIN <[ebpmgmtgrp@yahoo.com](mailto:ebpmgmtgrp@yahoo.com)>

**Date:** March 4, 2015 at 2:53:58 PM PST

**To:** Tony Coleman <[tony@onefam.org](mailto:tony@onefam.org)>, "T. Coleman" <[tcoleman96@mac.com](mailto:tcoleman96@mac.com)>

**Subject:** Mural / Permission contingent on approval of mural

**Reply-To:** LUCY LEQUIN <[ebpmgmtgrp@yahoo.com](mailto:ebpmgmtgrp@yahoo.com)>

Dear Tony,

You have my permission to put a mural on the building. Please forward a sketch of mural for my approval.

Best,

Lucy Lequin

Seventh Street Historic District

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Baby Hiram Mural when it was first painted in four years ago.



New Mural would start from fence and continue along this wall.



This is what that wall currently looks like. A mural would replace all this graffiti.



Another photo of the wall

The baby Hiram mural would also be restored and rehabilitated to its previous condition.

