

2011
Public Art Projects Plan
City Of Oakland



Public Art Program
Cultural Arts & Marketing Department
Community & Economic Development Agency

Table of Contents

	<i>page</i>
The Public Art Projects Plan	3
Projects Completed in 2010	3
Continuing (Multi-Year) Project Activity	3
Financial Summary	5
New Projects in 2011 – Listed by Oversight Department	
PWA/CEDA – Measure WW	6
Oakland Redevelopment Agency	8

The Public Art Projects Plan

The City of Oakland's Public Art Ordinance requires that staff submit a Public Art Projects Plan consisting of a prioritized list of visual arts projects to be undertaken in the coming year, including budgets and recommended site and design approaches. The Public Art Projects Plan is developed by Public Art Program staff in cooperation with financial and capital project management staff of the City's Public Works Agency, Community & Economic Development Agency (CEDA) Project Delivery Division, and the Oakland Redevelopment Agency (ORA).

This Public Art Projects Plan identifies new public art projects to begin in calendar year 2011. Public art projects are funded from 1.5% of the budgets of the City of Oakland and Oakland Redevelopment Agency capital improvement projects, from other sources of City and Agency funding, and from outside grants.

To develop the plan, Public Art Program staff reviews City of Oakland and ORA capital improvement projects and identifies sources for public art funding. Working with staff from other City departments and agencies and the ORA, the Public Art Program evaluates the appropriateness of implementing new public art projects at sites of pending capital improvements, then consults with the City Council-appointed Public Art Advisory Committee (PAAC) to prioritize and recommend sites for the development of new projects. Proposed 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. Staff presents the Public Art Projects Plan for review to the PAAC and the Cultural Affairs Commission, and in turn to the City Council for approval and implementation.

Projects Completed in 2010

Fire Station 18: Oakland-based artist Laurel True completed a series of mosaic works for the Fire Station's building exterior facing Foothill Boulevard and 50th Avenue, in the community room, and in the second-story courtyard. The mosaics incorporate brightly colored tile, recycled building materials, cast metal objects and historical photos from the Oakland Fire Department and surrounding community. Location: 1700 50th Avenue at Foothill Boulevard, City Council District 4.

Continuing (Multi-Year) Project Activity

Bart 17th Street Gateway: Seattle, WA-based artist Dan Corson was selected to collaborate with Sasaki Associates Architects on the redesign of the BART 17th Street Gateway, an alley between Telegraph Avenue and Broadway that contains one entrance to the 19th Street Oakland BART Station, and to create public art elements that will be integrated into the project. The art project, funded with Oakland Redevelopment Agency Central District percent-for-art funds, is anticipated to be completed in 2012.

East Oakland Community Library: San Francisco artist Rene Yung collaborated on the design of the new library facility. The project includes integrated art glass suspended in the library clerestory windows and an interior ‘interactive art pod’ intended to foster ongoing community building and engagement. The computer station in the new library will house the interactive art pod dedicated to community building through the creation and collection of community stories and oral histories for the “Our Oakland: Eastside Stories” website. This project was completed in early January 2011 and the building opened in late January.

Measure DD Projects: Artists are at work on the continuing development of multiple projects funded by Measure DD, the Oakland Trust for Clean Water and Safe Parks, at sites throughout Oakland. Projects scheduled for completion in 2011 include the exterior sunscreen mural for East Oakland Sports Center, new artist-designed entrance gates at the Gardens at Lake Merritt, and a series of Watershed Art Markers in sidewalks adjacent to underground creeks in five locations. Multi-year Measure DD projects expected to continue into 2012 are artist design-team projects on the Lake Merritt-Oakland Estuary Channel and at the 12th Street Reconstruction site.

**2011 Public Art Projects Plan
Financial Summary**

Project Budget	Neighborhood	Public Art Funding
Public Works Agency/CEDA – State Funding		
Cesar Chavez Park	Fruitvale	\$ 64,000 (est.)
West Oakland Teen Center	West Oakland	\$ 75,000 (est.)
Public Works Agency/CEDA – Measure WW		
Measure WW Projects	Various	\$ 165,000
Subtotal		\$ 265,000
Oakland Redevelopment Agency		
Streetscape Improvement Projects	Broadway, MacArthur, San Pablo Ave.	\$ 68,250
	Central City East	237,900
	Coliseum	141,482
	West Oakland	31,200
Central Business District Public Art: “Luminous Oakland” Program Parcel 4 Commissions	Downtown	100,000
Subtotal		\$ 578,832
TOTAL		\$ 843,832

2011 PUBLIC ART PROJECTS PLAN PROJECT DESCRIPTIONS

Public Works Agency / Community & Economic Development Agency

STATE PROPOSITION 84 – CESAR CHAVEZ PARK EXPANSION

Artists: TBD

Artwork Budget (Estimated): \$64,000

Location: Cesar Chavez Park, Fruitvale Neighborhood (District 5)

CIP Managing Department: CEDA Project Delivery

Selection Process: Open Competition/RFQ

Eligibility: Bay Area

Project Description: A Bay Area artist or artist team will develop a public art project for one or more locations in Cesar Chavez Park, as part of a park extension and improvements funded through a grant awarded under Proposition 84. Targeted outreach to Fruitvale-based artists will be conducted.

The State grant will support an extension of Cesar Chavez Park in the densely populated and culturally diverse Fruitvale neighborhood, including the development of an adjacent quarter-acre parcel and major improvements to the existing park. Artwork will be sited at the new community entrance plaza at 38th Avenue, and potentially at other locations in the park.

Community and Economic Development Benefits: The public art project will enhance the capital improvement project and contribute to the revitalization of this heavily used urban park.

Project Status: The construction project is tentatively scheduled to go to bid in Summer 2011, with a construction start estimated for Winter 2011/12.

STATE PROPOSITION 84 – WEST OAKLAND TEEN CENTER

Artists: TBD

Artwork Budget (Estimated): \$75,000

Location: 3233 Market Street (District 3)

CIP Managing Department: CEDA Project Delivery

Selection Process: Open Competition/RFQ

Eligibility: Bay Area

Project Description: A Bay Area artist will develop a public art project that includes coordination of community participation in the development of artwork for the interior of the new West Oakland Teen Center, to be constructed through a grant awarded under Proposition 84.

The grant will create a new Teen Center of approximately 12,000 square feet. This will be the only center in West Oakland providing recreational and educational programs for youth. Performing arts, culinary programs, computers, game rooms, tutorial spaces and an outdoor gathering space will be included. Neighborhood youth worked with the design professionals to develop the plans for the new center, and there is interest in continuing a meaningful level of youth engagement through the public art component of the project.

Community and Economic Development Benefits: The public art project will enhance the capital improvement project, contributing to the positive benefits of the teen center, and engaging youth through the hands-on aspect of project development.

Project Status: The construction project is tentatively scheduled to go to bid in May 2011, with a construction start in November 2011 and completion by Summer 2013.

MEASURE WW PROJECTS

Artists: TBD

Total Public Art Funding (active projects): \$165,000

Location: Various

CIP Managing Department: CEDA Project Delivery

Selection Process: Open Competition/RFQ; by development of a Pre-Qualified Artist Pool

Eligibility: Bay Area

Project Description: Artists will develop public art projects to be integrated with active and pending projects funded through Measure WW. 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.

In November 2009, voters passed Measure WW, the Regional Open Space, Wildlife, Shoreline and Parks Bond to provide funding to protect open space and create additional regional parks and trails in Alameda and Contra Costa counties. Multiple projects in Oakland will be funded. Public Art staff has developed a short list of proposed projects for public art integration.

Staff has identified five sites from among the current construction projects funded through Measure WW. These sites are recommended based on their Citywide impact and anticipated volume of public use and traffic relative to other, more neighborhood-focused sites. Phase II projects are still awaiting approval. The recommended sites and budget allocations at this time are:

<i>Project Site</i>	<i>1.5% of const. budget</i>	<i>Recommended public art allocation</i>
Caldecott Trail (District 1)	15,000	50,000
Children’s Fairyland (District 3)	7,500	7,500
City Stables (District 6)	7,500	50,000
Morcom Rose Garden (District 2)	25,500	50,000
Feather River Camp	7,500	<u>7,500</u>
Total		\$165,000

Community and Economic Development Benefits: Measure WW public art projects will be located in parks or on trails and will contribute to the livability of communities within the respective neighborhoods and the quality of life for all residents of Oakland. Public Art staff is working with CEDA staff and any relevant citizen committees to identify key project areas and opportunities, focusing on the most universally accessible sites that will provide Citywide services and benefits.

Project Status: All individual project opportunities to be initiated as Measure WW funds become available at the relevant sites.

Oakland Redevelopment Agency

STREETSCAPE IMPROVEMENT PROJECTS

Artists: TBD

Artwork 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) (Districts 1 & 3), Central City East (Districts 2, 4, 5, 6 & 7), Coliseum (Districts 5, 6 & 7) and West Oakland (District 1)

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

Selection Process: Open Competition/RFQ; by development of a Pre-Qualified Artist Pool
Eligibility: Bay Area

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.

Public Art and Redevelopment Agency staff have worked together to identify prime locations for the siting of public art, reflecting the community-based sub-areas of the respective Redevelopment areas.

At this time, integrated public art projects are moving forward at the following sites:

- Central City East (Sub-area 3): MacArthur Streetscape Project (Eastmont Mall street arch and/or median artwork)
- Central City East - Elmhurst (Sub-area 4): Foothill & Seminary Streetscape and Façade Improvements Project
- Coliseum BART Project – Entry Area Streetscape

Other sites for public art are to be determined.

Community and Economic Development Benefits: As ORA-funded streetscape projects, each public art project will by necessity be located outdoors, designed to complement the streetscape improvements and by association contribute to revitalization and fostering of livable communities within the respective neighborhoods. Public Art staff is working with Redevelopment staff and the designated citizen committees to identify key project areas and opportunities, focusing on the main traffic corridors and key commercial and residential development areas.

Project Status: Individual project opportunities to be initiated as ORA funds become available and construction projects are activated.

**CENTRAL BUSINESS DISTRICT PUBLIC ART:
“LUMINOUS OAKLAND” PROGRAM –
PARCEL 4 TEMPORARY ART SPACE COMMISSIONS**

Artists: Various, TBD

Total Artwork Budget: \$100,000

Location: Telegraph Avenue between 19th and William streets, District 3

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

Selection Process: Open Competition/RFQ

Eligibility: Bay Area

Project Description: ORA is redeveloping the 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, dining and nightlife. Reconfiguration of lanes and extension and improvement of sidewalks is part of the redevelopment work. A series of projects will celebrate the district's arts and entertainment history, while creating a walkable, intimate urban experience for nearby residents and visitors. In this re-emergent district, public art will play a key role in fostering commerce and tourism as an element of the economic development strategy.

The *Luminous Oakland* public art plan for this corridor encompasses an eclectic program of permanent and temporary projects with an emphasis on public art that is light-based, media-based and/or kinetic in nature. Major landmark projects by leading regional and national artists will reflect the Fox Oakland and surrounding buildings and nightlife, and will be balanced with multiple opportunities for more modest permanent and temporary projects that will be open to regional artists only. Public Art staff has begun to establish partnerships with private business owners in the Uptown district to host certain temporary projects on private property and to contribute to the perpetuation of the art corridor program beyond the initial period of funding with public art dollars.

In addition to the first permanent "Luminous Oakland" project by artist Dan Corson now underway in the BART access corridor at 17th Street between Telegraph Avenue and Broadway, the Redevelopment Agency's vacant lot known as Parcel 4 will be developed as a temporary public art space. Several temporary or permanent projects will be commissioned for debut at the Parcel 4 art space. In future years, additional locations in the Uptown will be activated or enhanced with new public art projects.

Community and Economic Development Benefits: The public art program is a cornerstone of the plan to redevelop this historic district and restore it to prominence as an arts/entertainment/nightlife destination, while enhancing the daily urban experience for the many new residents moving into the district.

Project Status: Initiated Spring 2007 with "Great Wall of Oakland" media screening program; first multi-project temporary event held June 2009 as part of "Uptown Unveiled" activities; BART 17th Street Gateway project artist Dan Corson commissioned in May 2010; future artwork commissions in development.