



Cultural Arts Programs

Cultural Arts & Marketing Division

PUBLIC ART ADVISORY COMMITTEE AGENDA ITEM VIII.

Title: Proposed Revision to Measure WW Projects Plan

Submitted by: Steven Huss, Cultural Arts Manager

Committee Date: January 12, 2015

SUMMARY

Staff recommends a revision to the plan for allocation of Measure WW public art funds that would reduce the number of locations from five sites proposed in the adopted Public Art Projects Plan to two sites, at Morcom Rose Garden and Children’s Fairyland respectively. If approved by the Public Art Advisory Committee, this recommendation will be forwarded to City Council and to the East Bay Regional Park District prior to commencement of the projects.

FISCAL IMPACT AND BUDGET

There is no new fiscal impact. Measure WW public art funds in the amount of approximately \$204,000 have been budgeted and are available. 20% of the total (\$40,800) has been reserved for Public Art Program staff administrative costs to manage the projects. The remaining 80% (\$163,200) will be allocated as follows: Morcom Rose Garden project, \$155,700; Children’s Fairyland project, \$7,500. All Measure WW funds must be expended by December 31, 2017.

BACKGROUND

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. 16 Measure WW projects in Oakland were approved and funded.

As part of the Measure WW improvements program, there is a percent-for-art allocation. Working with Public Works Agency (PWA) staff, Public Art staff developed a short list of five sites for public art integration. The recommended sites were the Caldecott Trail (District 1), Morcom Rose Garden (District 2), Children’s Fairyland (District 3), City Stables (District 6), and Feather River Camp (located outside the city limits in the Plumas National Forest). The selection of sites was approved by the PAAC and City Council as part of the Public Art Projects Plan adopted in 2010. These sites were recommended based on their citywide impact and anticipated volume of public use and traffic relative to other, more neighborhood-focused sites. Additionally, the limited funds available would have greater impact if focused at a few sites.

Revisiting the site list periodically through December 2014, PWA and Public Art staff collectively have determined that the Caldecott Trail, City Stables, and Feather River Camp projects are not currently viable opportunities as the project improvement plans have changed or the facilities are currently non-operational.



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The most viable and practical remaining site with citywide status, access and service is the Morcom Rose Garden. However, Children’s Fairyland, with a public art allocation of \$7,500 budgeted from Measure WW, has a remodeling plan for its main sidewalk entry that includes a public art component which is only partially funded at this time. Staff’s recommendation is to expend the Children’s Fairyland allocation on site, and reserve the remaining funds of \$155,700 for the Morcom Rose Garden project.

Measure WW Bond proceeds are held by the East Bay Regional Park District and East Bay cities are required to apply to the District for use of the funds for development projects. Funded works must be permanent, not temporary, per bond measure restrictions. Oakland Measure WW public art funds must be spent within the portfolio of approved park and trail improvement projects and not at other City-owned sites. The Public Art Program is required to submit a proposal to the Park District that includes a City Council resolution approving the project allocations. The Park District reviews proposals annually between February and March 31st.

PUBLIC ART PROJECT DESCRIPTION

Morcom Rose Garden, aka Morcom Amphitheater of Roses, is a seven-acre public park located on Jean Street off Grand Avenue in Oakland. Established in the 1930’s, the park is a designated Oakland historical landmark and the site of the annual Mother of the Year celebration and many private weddings. It is maintained largely by volunteers, under the guidance of Oakland Parks & Recreation (OPR). Modest Measure WW improvements relating to accessibility have been completed. Prior to developing a project here, Public Art staff will review the park with OPR staff to select one or more sites and viable opportunities for artists.

Children’s Fairyland in Lakeside Park, opened in 1950, is a City-owned property operated by a nonprofit organization. Fairyland management with project architect Ace Architects has developed a plan for a public artwork at the new, redesigned sidewalk entry entrance to Fairyland on Bellevue Avenue at Grand Avenue. Measure WW public art funds will be a contribution to the total budget of the art project.

ACTION REQUESTED OF THE COMMITTEE

Staff recommends that the Public Art Advisory Committee review and approve staff’s proposal to expend Measure WW public art funds on projects at Morcom Rose Garden and Children’s Fairyland. This action will constitute a revision to the adopted Public Art Projects Plan.

Respectfully submitted,

Steven Huss
Cultural Arts & Marketing Division Manager (Interim)