



# Cultural Arts Programs

## *Cultural Arts & Marketing Division*

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### CITY OF OAKLAND

## ARTIST & COMMUNITY INITIATED PROJECTS FOR CITY PROPERTY

### PUBLIC ART POLICY

Projects within the Oakland city limits that will result in the placement of a permanent work of art on City property, and all public art projects funded by the Cultural Funding Program, must undergo a City of Oakland public art review and approval process before they can be executed.

The artist and/or project sponsor is required to submit to the City a work plan for review by the Public Art Advisory Committee (PAAC) prior to creation and installation of the artwork. The PAAC is a professionally qualified citizen committee approved by Oakland City Council to oversee quality control of the City's public art program and to advise the Cultural Affairs Commission and City Council on public art related matters.

#### **Review Process:**

In coordination with staff of the Cultural Funding and Public Art programs, the artist **and** project sponsor (including City staff) shall appear before the PAAC at a regularly scheduled meeting to present the project work plan. The PAAC typically meets the first Monday of each month. Proposals must be submitted for staff review at least two weeks prior to a confirmed meeting. All submittals should be in MS Word or PDF (digital) format for public distribution.

Note \* Please allow two months for PAAC review of the proposal. Allow additional time if the proposal requires approvals from other departments or review boards for placement on City property. Proposals for placement on Caltrans property require a separate, additional approval process.

The project work plan shall include the following:

1. A written description of the proposed artwork, including the artists' intent, process and project goals, including all project partners.
2. Artist's resume and/or other supporting material relevant to the artist's experience with similar projects.
3. Detailed description of proposed materials and methods of installation deemed suitable for the site conditions.
4. Photographs of the existing site.
5. Adequate visual representation, in color, of the proposed work, in drawing(s) and/or three-dimensional model(s), with scale indicated.
6. A scale drawing or digital photographic mockup depicting the proposed work *as it will be sited*.
7. A project timeline including design process, all city reviews and installation.
8. Written permission for use of proposed site, including acknowledgment of responsibilities from property owner.\* Consult the Federal Visual Artists Rights Act (VARA) and California Art Preservation Act (CAPA) guidelines posted on our website for more information.
9. Demonstration of community notification / outreach and support for proposed project (letters, meeting attendance lists, surveys, etc).
10. Itemized budget (to ensure sufficient financial resources for completion of project).
11. Maintenance plan identifying responsible parties, life expectancy of work, etc.

The PAAC will make an advisory judgment regarding form, content and feasibility of the artwork, and will determine if the proposed project meets standards for public art in the city of Oakland. Once the PAAC has made a judgment regarding the proposed project design, no design changes can be made by the artist and/or sponsor without returning for PAAC approval prior to implementation.

#### **Please contact staff to schedule a review:**

Steven Huss, Cultural Arts Manager, 238-4949 or [shuss@oaklandnet.com](mailto:shuss@oaklandnet.com)

Kristen Zaremba, Senior Public Art Project Manager, 510-238-2155 or [kzaremba@oaklandnet.com](mailto:kzaremba@oaklandnet.com)

Cultural Arts & Marketing Department, 1 Frank H. Ogawa Plaza, 9<sup>th</sup> Floor, Oakland CA 94612



# Cultural Arts Programs

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### Oakland Public Art Advisory Committee Review Form

Artist's Name / Project Contact \_\_\_\_\_

Organization \_\_\_\_\_

Date \_\_\_\_\_ Phone # \_\_\_\_\_

Property Owner \_\_\_\_\_

Email \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Proposed Site of Project (Address/Cross St. with physical details) \_\_\_\_\_

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#### Attachments Checklist

*Attach a separate document to address the following items:*

1. \_\_\_\_\_ Description of proposed design
2. \_\_\_\_\_ Artist Resume / List of Relevant Past Experience
3. \_\_\_\_\_ Materials and processes to be used
4. \_\_\_\_\_ Photos of site
5. \_\_\_\_\_ Color rendering of mural design and/or 3-dimensional model(s)
6. \_\_\_\_\_ Mock-up of artwork at site (can be combined with site photos and color rendering)
7. \_\_\_\_\_ Timeline
8. \_\_\_\_\_ Written permission from property owner
9. \_\_\_\_\_ Artist Waiver (if required). See attached
10. \_\_\_\_\_ Demonstrated Community Support / Notification
11. \_\_\_\_\_ Budget
12. \_\_\_\_\_ Maintenance Plan

# **Dimond Public Art**

**Artwork and Production  
for the Utility Boxes  
at MacArthur & Fruitvale**

**Artist: Querido Golado**

## **Dimond in Four Corners**

## **Project Description**

*Dimond in Four Corners* juxtaposes geographically accurate historical images from the perspective of the Fruitvale Avenue / MacArthur Boulevard crossroads onto the large utility box currently located at that intersection's southwest corner. Drawing from the Oakland Public Library History Room's significant collection, photos looking into the early Dimond neighborhood from each corner will be applied to the box's respective faces. People walking by will have an instant window into that corner's early modern past—a quickie Dimond time machine.

This project is an opportunity to engage locals with both the history of that particular corner and with change in Oakland in general. While the views will show a very narrow slice of the area's history (late 19th/early 20th centuries), these glimpses of times long past encourage a new awareness of surroundings and how they evolve. Complex economic, social and political forces have wrought deep changes in the Dimond but you can still see and feel its early modern genesis today.

As this intersection continues to evolve right into the present day—from millenia-long Ohlone habitation to European colonization, through economic boom and bust and the current revitalization—it's all the more relevant to make connections to the corner's history. Why has this spot been both a vital artery and a nagging thorn? Historical context can place guideposts towards neighborhood change for the better—what do we keep about the past, and what needs to change?

The smaller box can feature a number of additional historical Dimond and surrounding early East Oakland photos, along with narrative descriptions for additional context. Sizing and color treatment will depend on what the photo research process yields. The front panel will show a night view of the Dimond theatre which will provide the background for the project's descriptive text. The text will also provide an opportunity to introduce additional color to the visual narrative.

# exhibitions

## ***First Friday at Uptown***

**Uptown Body & Fender**

**December 2011-December 2013**

Plywood-mounted photographs of urban and green Oakland landscapes and landmarks for monthly group exhibition of Oakland-based artists.

Variable artist-funded budget

## ***A Tree [Collard] Grows In Oakland***

**Part of Intersection for the Arts' *Let's Talk of A System* exhibition**

**BART Plaza 16, San Francisco**

**May-July 2010**

A series of 4 photo, illustration & typography poster installations celebrating Oakland's momentum towards nutritional self-determination. Posters feature key plants found in local food gardens and were produced in collaboration with community members.

Budget: \$1500 Funded in part by Intersection for the Arts

## ***Art Against Incarceration***

**Project NIA Chicago IL**

**August 2010**

'Kickdown' Paper collage for group exhibition

## ***Es Tu Derecho (It's Your Right)/Grow Your Oakland***

**West Oakland & MacArthur BART Platforms June/July 2009**

A pair of photo/collage & typography installations on self-sufficiency and inter-connectedness applied on a local level. An accompanying website provides resources around food gardening, local wildlife, walking routes, local art and volunteering.

Budget: \$7000 Funded by the Deupree Family Foundation

## ***Es Tu Derecho (It's Your Right)***

**Lewis St & Peralta Ave, Oakland**

**October 2008-October 2009**

A series of 4 photo/collage & typography installations displayed on an out-of-service billboard in West Oakland. The project's objective is to support the local community in developing resiliency, creating healthful habits, and evolving sustainable ways of meeting daily challenges.

Budget: \$7000 Funded by the Deupree Family Foundation

## ***LOOK***

**BART Plaza 16, San Francisco**

**April-July 2006**

Site-specific documentary photo collages reflecting some of the under-appreciated details of the neighborhood back to its residents and those who are passing through.

Budget: \$4000 Funded in part by the Mission Community Council

## ***Personal Secrets, Public Space***

**SOMArts Gallery San Francisco CA June 2006**

'Un Hombre Sincero' Paper and digital collage on plywood for group exhibition

## ***el corazon me dió un salto***

**Galería de la Raza San Francisco CA**

**June/July 1995**

'P'alante' Multimedia window Installation for group exhibition

# bio

Querido Galdo is a graphic designer, photographer and collage artist living and working in Oakland CA. He creates engaging visual communications for non-profit and community organizations, documentary photographs of Oakland's natural and man-made environment, and public art projects combining these two creative channels. Much of his non-commissioned work focuses on the easily-overlooked richness of everyday environments and the restorative effects of engaging with and participating in creating those environments.

**querido galdo**

**510.220.0252**

**querido@queridomundo.com**

**w w w . q u e r i d o m u n d o . c o m**



# Cultural Arts Programs

*Cultural Arts & Marketing Division*

## Waiver of Proprietary Rights for Artwork Placed upon City Property

The provisions of this paragraph shall apply to modify Artist's rights of attribution and integrity as set out in the Visual Artists Rights Act, 17 U.S.C §§106A and 113(d) ("VARA"), the California Art Preservation Act, Cal. Civil Code §§ 987 and 989 ("CAPA"), and any rights arising under United States federal or state law or under the laws of another country that convey rights of the same nature as those conveyed under VARA and CAPA, as against the City of Oakland ("City") and its agents.

The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the [describe artwork/project: mural, sculpture, etc. and medium]:  
utility box film overlay

Entitled [title of work]:  
"Diamond in Four Corners"

and located at [identify site, including interior location if applicable]:  
southwest corner of MacArthur Blvd. and Fruitvale Avenue

in whole or in part, in City's sole discretion.

Artist's Address for Notice [insert artist's name and complete address]:  
Querido Galdo  
3009 E. 29th Street, Oakland CA 94601

Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Public Art Program, Cultural Arts & Marketing, 1 Frank H. Ogawa Plaza, 9<sup>th</sup> Floor, Oakland, CA 94612 and the Client Department with jurisdiction over property: [Insert Address of Client Department with jurisdiction over property]:

Artist Signature/Date  
City Signature/Date

5/23/05

**Dimond in Four Corners**

**Work Plan**

**Project Budget:**

Printing	n/a
Artist Fees	\$ 1,600

**Project Timeline:**

- Sign contract - Month 1: Research/acquire historical images and supporting data
- Month 2: Create visual and text narrative
- Month 3: Production and installation

# North Star Visual LLC

North Star Visual LLC  
 2551 Ivy Drive Ste. 202  
 Oakland, CA 94606

(510)229-6440  
 sales@northstarvisual.com

## Estimate

Date	Estimate #
09/09/2014	1474
	Exp. Date

Address
JoAnn Tract-Rawson

Date	Activity	Quantity	Rate	Amount
09/09/2014	Graphics Utility Box (based off provided measurements, price subject to change according to scope)	1	275.00	275.00
09/09/2014	Utility box graphics with anti graffiti lamination (soft quote, price subject to change based off complete scope)	1	687.50	687.50
09/09/2014	Basic prep. (Client to provide any unwanted paint or misc debris removal)	2	65.00	130.00
09/09/2014	Small box	1	420.00	420.00
09/09/2014		1	165.00	165.00
			<b>Total</b>	<b>\$1,677.50</b>

All files to be provided print ready. Design services not included but are available at \$55.00 per hour. Estimated design scope 4hrs

Accepted By \_\_\_\_\_

Accepted Date \_\_\_\_\_

208 MacArthur Blvd  
CA 94602 - approximate address

MacArthur Blvd

Street View - May 2011



December 11

## Estimate

Querido Golado Original Estimate (Posters not the Utility Boxes)

Artists Fees \$1600.00

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**Total \$1600.00**

### Production for Utility Boxes at MacArthur & Fruitvale

North Star Estimate (Production Vendor for Boxes) \$1677.50

Oakland's Requested Maintenance Budget \$1677.50

(May never be used but in order for the city to approve you  
need to dedicate funds to replace the artwork if it were vandalized)

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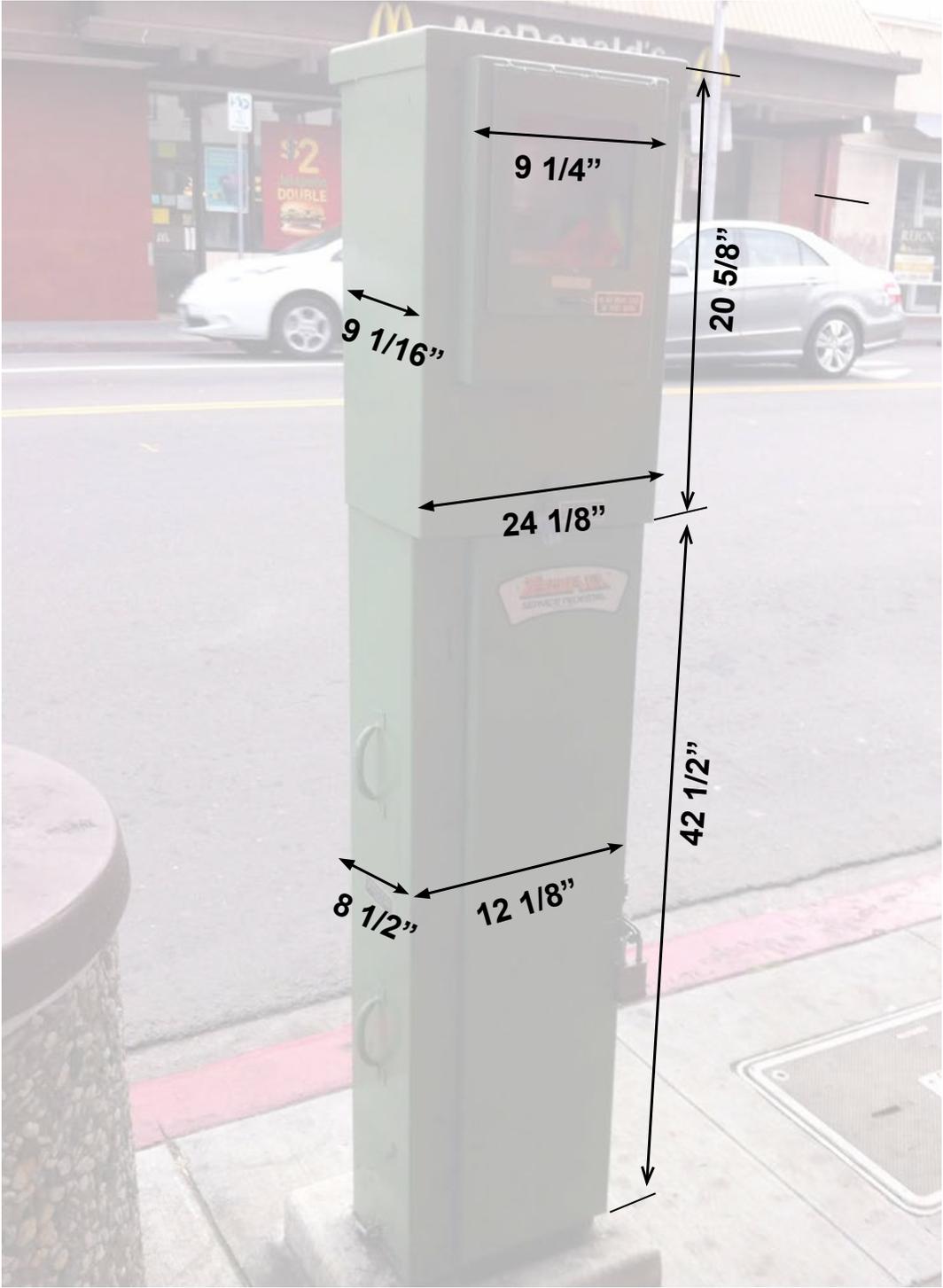
**Total \$4955.00**

# Utility Box 1 Measurements





# Utility Box 2 Measurements





XFINITY Connect

joann-r@comcast.net

[+ Font Size -](#)

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**RE: utility box art**

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**From :** James Womack <JWomack@oaklandnet.com>

Tue, Apr 14, 2015 08:08 AM

**Subject :** RE: utility box art**To :** joann-r@comcast.net

Hi JoAnn,

You have permission to install art work on our two cabinets near the Wells Fargo bank @ MacArthur & Fruitvale, just as long as the rules stated below are followed. Please let me know if you require anything else.

Have a nice day.

Best Regards,

**James Womack**

Electrical Supervisor

**Electrical Services Division | Bureau of Infrastructure & Operations**

City of Oakland | Oakland Public Works Department | APWA Accredited Agency

7101 Edgewater Drive, Bldg 3 | Oakland, CA 94621-3001

**(510) 615-5435 Work** | (510) 385-7494 Cell[jwomack@oaklandnet.com](mailto:jwomack@oaklandnet.com)**Report A Problem | Public Works Agency Call Center | (510) 615-5566**[www.oaklandpw.com](http://www.oaklandpw.com) | [pwacallcenter@oaklandnet.com](mailto:pwacallcenter@oaklandnet.com) | **Mobile app:** [SeeClickFix](#)

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**From:** joann-r@comcast.net [mailto:joann-r@comcast.net]**Sent:** Monday, April 13, 2015 6:05 PM**To:** Womack, James**Subject:** Re: utility box art

James.

Can you resend this along with your approval.

Thank you,

JoAnn

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**From:** "James Womack" <[JWomack@oaklandnet.com](mailto:JWomack@oaklandnet.com)>**To:** [joann-r@comcast.net](mailto:joann-r@comcast.net)**Sent:** Tuesday, March 31, 2015 9:38:24 AM**Subject:** FW: utility box art**Dear Ms. Tracht-Rawson,**

There are a few rules that need to be observed when applying materials to the City cabinet structures:

- All vents, lock openings and hinges must remain free of foreign materials which could impede their function.
- All materials must be non toxic /non-corrosive and adhere to the surface in a manner which prevents them from eroding or shedding into the storm water system.
- The City of Oakland will not be responsible for any art work applied to the cabinets and in the event that the cabinet must be replaced, the art work will not be saved or returned to the artist.
- Should the art work not be maintained in a manner which reflects positively on the City and the community or does not allow for designed operation of the units, it will be removed from the cabinet surface or the cabinet replaced and the art work will not be saved or returned to the artist.

Please contact me if you have any concerns.

Sincerely,

**James Womack**

Electrical Supervisor

**Electrical Services Division | Bureau of Infrastructure & Operations**

City of Oakland | Oakland Public Works Department | APWA Accredited Agency

7101 Edgewater Drive, Bldg 3 | Oakland, CA 94621-3001

**(510) 615-5435 Work** | (510) 385-7494 Cell

[jwomack@oaklandnet.com](mailto:jwomack@oaklandnet.com)

**Report A Problem | Public Works Agency Call Center | (510) 615-5566**

[www.oaklandpw.com](http://www.oaklandpw.com) | [pwacallcenter@oaklandnet.com](mailto:pwacallcenter@oaklandnet.com) | **Mobile app:** [SeeClickFix](#)

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INVOLVEMENT BUILDS COMMUNITY

June 3, 2015

Public Art Advisory Committee  
c/o Kristen Zaremba  
Senior Public Art Project Manager  
Cultural Arts & Marketing, Department of Economic and Workforce Development  
City of Oakland

Dear Public Art Advisory Committee,

My name is Chris Harper and I am the Chairman of the Board for the Dimond Improvement Association (DIA). JoAnn Tracht-Rawson is a DIA board member and is on the Dimond Public Arts Committee (DPA). The DPA is a committee under the Dimond Improvement Association (DIA). The DPA's mission and commitment is to bring a broad variety of public art to the Dimond Community and to help transform the Dimond into a strategic central point of art in the city of Oakland.

As part of this artistic vision for the Dimond the DPA is starting a program of wrapping artwork on the city's public utility boxes in our community. This proposal is the start of that program, which will begin with two main utility boxes that are in the heart of the Dimond retail center.

The DPA and JoAnn has the full support and endorsement of the (DIA).

Thank you for your time and consideration,

Chris Harper

Chairman of the Board (Dimond Improvement Association)