

Project Work Plan for Bella Vista Child Development Center Mosaic Mural  
D-2 -- Pamela Consear 10/1/15

1. PAAC Proposal Review Form



**Cultural Arts Programs**  
*Economic & Workforce Development*

**Public Art Advisory Committee Proposal Review Form**

Date 10-21-15  
Artist(s) Pamela Consear  
Project Contact Same  
Organization (if applicable) All Hands Art / Handy Gal  
Phone # 510-329-2791 Email pam@allhandsart.com  
Street Address 3636 Monterey Blvd  
City Oakland State CA Zip 94619  
Proposed Site of Project (Address/Cross St. with physical details) Bella Vista Child Development Center, 2410 E 10th Ave, Oakland @ E24th St.  
Name of Property Owner, Proposed Location OUSD, Kat Romo, BV CDC Director  
City Council District of Proposed Location D-2

**Attachments Checklist**

Attach a separate document to address the following items, bundled together in a single electronic file:

1.  Review Form (this page)
2.  Project Narrative
3.  Artist Resume
4.  Examples of Past Work
5.  Visual Proposal
6.  Materials and Methods Description
7.  Photos of Site
8.  In-Situ Mockup
9.  Timeline
10.  Budget
11.  Maintenance Plan
12.  Community Outreach / Support Documentation
13.  Insurance Documentation
14.  Permission(s)- Private Property Owner or City
15.  Waiver of Proprietary Rights for Artwork Placed on City Property (if applicable)

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### **2. Project Narrative: Intent, process, goals, roles and responsibilities of partners**

This project involves creating a garden-themed mosaic mural on the large exterior wall of the Bella Vista Child Development Center (CDC) campus at 2410 10th Avenue, Oakland. The mural will be located along the 24th Street side of campus, and will connect two previously-installed mosaics, completing an entire wall of mosaic murals.

The block is well traveled, and many district residents and CDC families wait for the bus at the corner. It has also, historically, been the site of illegal dumping, vandalism, and other crimes. Our intent is to incorporate Bella Vista CDC families in the process of transformative change by creating a thing of beauty where despair had been.

The beautification process began several years ago with the creation of mosaics on each end of the long 24th St. wall. However, the largest section of the wall remains blank. Since the earlier mosaics were installed we have seen less blight on the block, and residents and visitors have a lovely, interactive wall to engage them while they wait for the bus, or walk to and from school.

With help from this current beautification grant we will continue our work to not only beautify this blighted city block, but to make Bella Vista a leader in transformative neighborhood change. We would like the neighborhood to be a place where residents, students, and their families take pride as they walk to and from school. We want neighbors to feel solace and see beauty as they walk with their families and pets after dinner or to and from the park. We want to build community by inviting school families, high school students, and neighbors to participate in the mosaic project so they can see that, when we work together, change happens.

Stage 1 of this project was to work with CDC students and staff to create painted tiles for the mosaic mural. This was completed in spring 2015 with funding from the CDC, and we now have 76 six-inch tiles that are fired and ready. Stage 2 involves partnering with both the Bella Vista CDC community and neighborhood groups (specifically, Friends of Bella Vista Park, the 17Y NCPC, and a local youth group, Trybe), to plan a series of neighborhood work days to install the mosaic mural. These will be scheduled once the project's paperwork has been approved by the City. Artist Pam Consear will facilitate the workdays, with expected completion of the project in spring 2016. We have also been informed that the school district will have the wall repainted in preparation for the mural project.

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## 3. Artist's Resume

### Profile

After a 20 year career as a public school teacher, I founded HandyGal in 2008. Based in Oakland, CA, HandyGal—now operating under the name All Hands Art—serves families, individuals, schools, and community groups as a hands-on teaching artist. I bring people of all ages together to create murals and other works of art, in East Bay classrooms, on public walls, in private homes and backyards, in my home studio, and anywhere color and beauty are valued.

I also create personal artwork and crafts, sold locally, online, and by commission.

### Experience

#### MURAL DESIGN & FACILITATION

Since 2007 I have spearheaded or co-led the creation of approximately three dozen public works in Oakland and the surrounding area, including mosaic murals, painted tile installations, and painted murals. More are currently in progress, or in the planning phases for 2015-2016.

Completed murals can be viewed at Redwood Heights Elementary, Bella Vista Elementary, Bella Vista Child Development Center, Bella Vista Park, Bret Harte Middle, Westlake Middle, Oakland Technical High School, Oakland High School, Montclair Village, a 3-mural series in Oakland's Dimond District, and the Barbara Lee Center for Health and Wellness in San Leandro. Several of these projects are documented on my website, and more information and photos are continually being added:  
<http://allhandsart.com>

In addition to public art, I collaborate with home and business owners to beautify their private spaces—mosaicking an entryway arch, house numbers, stepping stones, or a backyard wall. Or painting an underwater coral reef scene in a child's bedroom, a field of sunflowers in the bathroom, collaging maps on the wall, or painting a faux window overlooking a tropical island beach.

#### VISITING ARTIST-IN-THE-CLASSROOM

Since 2009 I have completed over 35 visiting artist projects in Alameda County public schools. While most of these collaborations have been funded by Philanthropic Ventures Foundation, others have been supported by school PTAs, Dads' Clubs, and school district funding sources. Projects have included:

- a 5-week exploration of patterns used in cultures around the world (1st grade)
- painting lessons beginning with mixing colors, creating tints and shades, and culminating in a "Painting Skies" activity that tied in with science units about air & weather and day & night (1st grade)
- handprint tiles created with preschoolers for a mosaic mural installation
- clay exploration and self-portraits (kindergarten/1st grade)
- drawing and story illustration (1st grade)
- native California species tile creation for a mosaic mural (4th/5th grade)
- gridded and scaled drawings for math-art integration (6th grade)

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- tile and mural work with 6th-8th grade special day and newcomers' classes

## **ARTFUL REPURPOSING & RETAIL**

As a reuse artist, I am constantly dreaming up new uses for old and cast-off items. I sell my up-cycled crafts and vintage collectibles at local craft fairs and online

at: <http://www.etsy.com/shop/HandyGalStudios>. I was also co-owner of Rare Bird, a retail art, home decor, and gift shop in Oakland, from 2013-14,

A selection of paintings, collages, and other artwork can be seen on my website's gallery: <http://www.handygaloakland.com/www.handygaloakland.com/Gallery/Gallery.html>

## **CLASSROOM TEACHER, KINDERGARTEN & FIRST GRADE**

From 1993-2008 I taught at Bella Vista Elementary, a linguistically and ethnically diverse public school in the heart of Oakland's San Antonio neighborhood.

## **Distinctions**

### **LOCAL HEROES AWARD**

Awarded in 2012 by Oakland District 4 City Councilperson Libby Schaaf for the mosaic mural project we facilitated at Redwood Heights Elementary School.

### **BLACK BELT, CUONG NHU KARATE**

Earned in 2012; training since 2006; teaching since 2007

## **Education & Training**

Stanford University, BA Linguistics 1987

Peace Corps, Kenya '87-'89, high school English teacher

San Francisco State University, MA Education 1995

Continuing education in mural arts, collage, jewelry making, painting, found object sculpture, ceramics, business education, dance, and martial arts

## **Referrals**

Dawn Hawk, Philanthropic Ventures Foundation, [dhawk@venturesfoundation.org](mailto:dhawk@venturesfoundation.org)

Shannon Yip, retired principal, Bella Vista Elem., [yipshan@yahoo.com](mailto:yipshan@yahoo.com)

Tom Hughes, OUDS (former principal, Bret Harte Middle School) [tom.hughes@ousd.k12.ca.us](mailto:tom.hughes@ousd.k12.ca.us)

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4. Examples of Past Work



Similar sized wall with “open” mosaic work at Redwood Heights Elementary School:

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Similar sized mosaic mural at Bret Harte Middle School:

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Long, low retaining wall mosaic at Bella Vista Elementary School:



Street view of above mural:

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Existing mosaic mural on left end of proposed project wall. This section is approximately



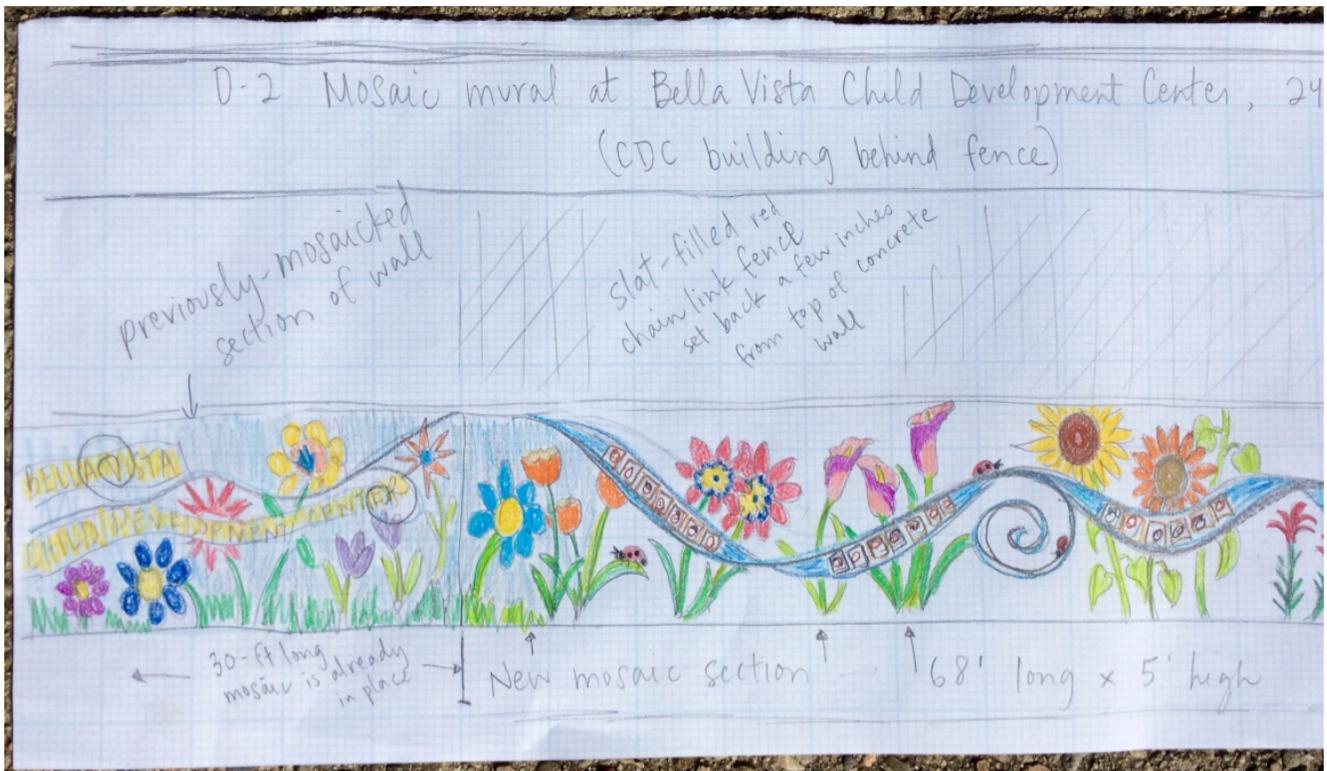
30 feet long. The unfinished wall where the new mural will go is 68 feet long.

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## 5. Visual Proposal



Sketch of entire new section of wall:  
New mural section measures 68" long x 5" high. Above it is a chain link fence threaded with red plastic slats. Above that you can see the tops of the CDC buildings.



Section by section design, starting on the left side:

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center section:

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right section:

The “ribbon” that winds through the design contains the children’s 6” x 6” painted tiles, lined with mirror and small sections of broken tile mosaic. Behind the mosaicked design is the painted wall.

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**6. Proposed materials and installation methods**

The 24th St wall is made of painted concrete, and is already covered with mosaic on each end—a 30' section of a solid garden-themed mosaic on the left end, and 53' of swirling lines of mosaic and hand-print tiles on the right end, which is a low retaining wall in front of a planted area. The blank middle section measures approximately 68 feet long and 5 feet high.

My intent is to seamlessly connect the two existing mosaic sections with a gradually-more-open mosaic design that begins with solid mosaic on the left side, and naturally “ends” in the swirling open lines on the right. The existing garden theme will be continued throughout, using the children’s tiles in the design, arranged along a swirling line of mirror. The lines of tiles and mirror will form a ribbon-like shape that meanders throughout the length of this mural section, as seen in the drawings.

Materials involved include the existing 6” hand-painted tiles, hand cut mirror pieces, broken colored tiles (mostly salvaged), thin-set mortar as the tile adhesive, and sanded grout to complete the mosaic once all of the tiles are in place.

Mosaic is a very accessible, easily learnable technique, so I will be using as much volunteer help as possible to affix all of the tiles to the wall, and to grout the mosaic. The wall is at ground level and is easily reachable without the need for ladders or scaffolding, or even step stools.

Aside from promoting the work days to the neighborhood residents in general, two specific groups of youth have been identified as available and interested in helping with the installation. These are an after-school program called Trybe that works with kids from Dewey Continuation School and Oakland High School, and the Weekend Training Academy that arranges opportunities for kids from juvenile hall to participate in community-building and skill-building events.

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**7. Photographs of the existing site:**



view of 24th St. mural wall from across the street, showing existing mosaic on the left side (above)

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View from the other end, showing a section of the low retaining wall with swirling mosaic on the right side.

**8. In-Situ Mock-up:** See Visual Proposal in item 5.

**9. Project timeline including design process, City reviews and installation:**

March 2015: Initial project proposal submitted to D-2 office

September 2015: Notification of approval of proposal from D-2 office

October 2015: Design rendering; Project Work Plan submitted to D-2 office and PAAC

November 2015: PAAC meeting and follow up; continuation of paperwork process; design revisions if necessary

December 2015: (if paperwork is progressing smoothly) Work with CDC and neighborhood groups to schedule mural workdays

January - March 2016: facilitate weekly or semi-monthly installation workdays at site

March or April 2016: expected completion of project, and dedication event

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**10. Budget**

District 2 funding allocation	\$7000
BV CDC contribution	1000
Friends of BV Park contribution	500
<u>Total project funds</u>	<u>\$8500</u>

**Breakdown of costs:**

**Tile-painting project with CDC children**, including blank tiles, ceramic glazes, classroom time and kiln-firing time **1000** (already completed and paid)

**Mosaic materials**

assorted salvaged colored tile	345
salvaged mirror	60
thin set mortar (50# bag)	25
grout (8 bags @ \$15 ea)	120
tarp, spreaders, misc. supplies	50
<u>snacks for volunteer work days</u>	<u>150</u>
<b>Total materials costs</b>	<b>\$750</b>

**Artist's time @ \$50/hr**

paperwork & design	20 hrs
materials preparation	12
communication	3
<u>installation</u>	<u>100</u>
<b>Total</b>	<b>135 x 50 = \$6750</b>

**11. Maintenance Plan**

Mosaics require little to no maintenance, and rarely get tagged. However, as the BV CDC's director is a neighbor of the school, Ms Romo will keep me informed of any damage or graffiti and we will work together to address the issues. The school district buildings and grounds staff may also contribute to its maintenance. The artist will take responsibility for maintaining the artwork for a period of 3 years from the mural's completion.

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## 12. Community Outreach/Support

See attached letter from Kat Romo, director of the Bella Vista CDC. In further demonstration of her support, Ms Romo invited me to meet with the CDC teachers shortly after that letter was written. We brainstormed mural design ideas, and ways to incorporate children's artwork into the mural. Then we proceeded with the tile painting project last April, which was paid for by the CDC.

Also, below is a segment of an email from Dawn Hawk, a leader in both Friends of Bella Vista Park and the 17Y NCPC (Bella Vista/San Antonio area), dated October 8, 2015:

...Andrew [Park, coordinator of Trybe program in San Antonio neighborhood] is delighted to bring Dewey and OHS youth to help on the CDC mural – best if during after school hours... in a separate email I'll connect you two on this issue and maybe we can

discuss dates in late fall and winter. Oh, and you should know I will be getting 10 Weekend Training Academy youth about once a month (remember the kids who helped with the walkway?), so when the CDC mural gets going if we coordinate for some Saturdays 10am-1pm we will have lots of hands!



**OAKLAND UNIFIED  
SCHOOL DISTRICT**  
*Community Schools, Thriving Students*

## EARLY CHILDHOOD EDUCATION

March 12, 2015

To: \_\_\_\_\_  
Re: \_\_\_\_\_

I am writing to express my enthusiastic endorsement for a mural/mosaic project on the corner of East 24<sup>th</sup> Street and 10<sup>th</sup> Avenue. As a 14 year homeowner of a residence on 11<sup>th</sup> Avenue and the current Site Administrator for OUSD's Bella Vista Child Development Center, I have a deep and impassioned desire to see positive changes happen in the Bella Vista neighborhood of District 2.

In 2013 Pam and I successfully applied for a grant to embark on a mosaic project on a blighted corner of East 24<sup>th</sup> and 10<sup>th</sup>. The corner is well traveled and many district residents and student families wait for the bus in this location. It has also, historically, been the site of illegal dumping, vandalism, and other crimes. My ardent hope in applying for the original project was to incorporate Bella Vista CDC students in the process of transformative change by creating a thing of beauty where despair had been. The project was a resounding success, however the wall is large and we were only able to cover about a third of it. Since the mosaic was installed we have had less blight on that corner and there is an engaging and interactive wall to entertain residents while waiting for the bus.

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My hope is that through this current beautification grant we can continue our work to not only transform this blighted corner, but to make Bella Vista a leader in transformative neighborhood change. I would like to make the neighborhood an area where residents, students, and their families can take pride as they walk to and from school. I would like to make the neighborhood a place where people can feel solace and see beauty as they walk with their families and pets after dinner or to and from the park. I would like to help build community by inviting school families, students, and neighbors to participate in the mosaic project so they can see that change can happen and that when we work together it happens much easier.

Please grant Pam Consear the monies to be able to complete this needed beautification project.

Thank you for your consideration,

Kat Romo

11<sup>th</sup> Avenue resident  
OUSD-Bella Vista CDC Site Administrator

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746 Grand Avenue, 1<sup>st</sup> Floor, Room B, Oakland, CA 94610 510.273.1616 ph | 510.273.1697 fax  
[www.ousd.k12.ca.us](http://www.ousd.k12.ca.us)

**13. Insurance Documentation:** Insurance documents are already on file with the City of Oakland, as per my recent D-4 mural project requirements.

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**14. Permissions:** See attached Mural Authorization Agreement signed by Kat Romo, BV CDC director.

**MURAL AUTHORIZATION AGREEMENT**

This Mural Authorization Agreement ("Agreement") is entered into effective 10/21/15 by and between Pamela Consear (the "Artist") and Bella Vista CDC (the "Property Owner"); (the Artist and the Property Owner together constitute the "Parties").

The Artist wishes to create a public mural (the "Mural") on the E 24th St. exterior wall of the property at 2410 10th Ave, Oakland, California (the "Premises").

The Property Owner owns and controls the Premises, and wishes to authorize the Artist to create the Mural.

Therefore, in consideration of the mutual obligations set forth herein, and intending to be legally bound, the Parties agree as follows:

1. Property Owner hereby authorizes the Artist to create the Mural.
2. Property Owner hereby grants the Artist and its authorized agents all access to and use of the Premises as necessary to create the Mural, including any access and use necessary for the erection and maintenance of scaffolding.
3. Property Owner shall bear no responsibility for any bodily or personal injury to the Artist or Artist team occurring in the course of the creation, repair, alteration, restoration or removal of the Mural, so long as Property Owner takes reasonable care to warn the Artist of any non-obvious risks of personal injury arising from the nature or condition of the Premises.
4. The Artist shall bear no responsibility for any property damage to the Premises occurring in the course of the creation, repair, alteration, restoration or removal of the Mural, so long as the Artist takes reasonable care to avoid causing such damage.
5. The Artist shall use its best efforts to exercise its rights hereunder in such a way as to allow Property Owner, its tenants, invitees and guests, and any other assignees of rights in the Premises, unimpeded use and enjoyment of the Premises.
6. Upon the completion of the Mural, the Artist shall leave the Premises as it found it, except for the addition of the Mural and any improvements incidental to the creation of the Mural.
7. The Artist shall monitor the condition of the completed Mural from time to time, and may repair, alter, restore or remove the Mural at the Artist's sole discretion and to the

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Artist' sole satisfaction. The Artist shall provide reasonable notice to Property Owner, and shall honor any reasonable request by Property Owner to delay or reschedule work, before re-entering the Premises for the purposes of repairing, altering, restoring or removing the Mural.

8. The Property Owner shall not repair, alter, restore or remove any portion of the Mural, except if (i) the Property Owner has determined that repair or removal of the Mural is necessary to eliminate an imminent threat of physical injury to persons or property, the Property Owner has notified the Artist of the situation, and the Artist has failed to remedy the situation within a reasonable period after receiving such notice, or (ii) the Property Owner has determined that the wall is to be removed or physically altered in such a way that the Mural cannot remain in place, the Property Owner has notified the Artist of the situation, and the Artist has failed to remove the Mural within 100 days of receiving such notice. The Artist shall bear reasonable costs of any work performed on or in connection with the Mural by the Property Owner pursuant to this paragraph.

9. If either party shall desire or be required to give notice to the other, such notice shall be given in writing, via prepaid U.S. certified or registered postage address to recipient as follows:

Property Owner

Name: *OUSO rep → Kat Romo*  
Address: *2410 10th Avenue, Oakland, Ca 94606*  
Telephone: *510-535-2808*

Grantee

Name: *Pamela Consear*  
Address: *3636 Monterey Blvd, Oakland 94619*  
Telephone: *(510) 329-2791*

10. This Agreement is governed by and construed in accordance with the laws of the State of California.

The Parties are executing this Agreement as of the date stated in the introductory clause above.

ARTIST

*[Signature]* *10-21-15*  
Signature Date

Print Name:

PROPERTY OWNER

*[Signature]* *10/21/15*  
*(OUSO rep)*  
Signature Date

Print Name:

*Kat Romo*

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15. Waiver of Proprietary Rights for Artwork Placed on City Property: See attached

 **CITY OF OAKLAND**

**Cultural Arts Programs**  
*Economic & Workforce Development*

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**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]:

mosaic mural on the long retaining wall along E. 24th St. near 10th Avenue

Entitled [title of work]: Garden of Delights

and located at [identify site, including interior location if applicable]:  
2410 10th Avenue - Bella Vista Child Development Center.  
The mural is along the exterior wall facing E 24th St.

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

Artist's Address for Notice [insert artist's name and complete address]:  
Pamela Consear  
3636 Monterey Blvd, Oakland, CA 94619

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]:

[Signature] 10-21-15  
Artist Signature / Date

OWSD Site Administrator Bella Vista CAC/Kel Romo / 10/21/15  
City - Client Department Representative Printed Name / Signature / Date

This document is posted online at:  
<http://www2.oaklandnet.com/Government/o/CityAdministration/d/EconomicDevelopment/s/PublicArt/index.htm>

Cultural Arts & Marketing, 1 Frank H. Ogawa Plaza, 9<sup>th</sup> Floor, Oakland CA 94612  
[www.OaklandCulturalArts.org](http://www.OaklandCulturalArts.org)

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