



Cultural Arts Programs

Economic & Workforce Development

CITY OF OAKLAND POLICY ON ARTIST & COMMUNITY INITIATED PUBLIC ART PROJECTS

City of Oakland Public Art Program staff and the Public Art Advisory Committee must review and accept all projects within the Oakland city limits that will result in the placement of a work of art on City of Oakland property, as well as all public art projects funded in whole or in part with City funds, before such projects can be executed.

The artist and/or project sponsor will submit a proposal with work plan for review by the Public Art Advisory Committee (PAAC) prior to creation and/or installation of the artwork. The PAAC is a professionally qualified citizen committee appointed by the Mayor and approved by Oakland City Council to oversee the City's public art program and to advise the Mayor, City Council, and City Administrator on public art-related matters.

Review Process

With coordination from Public Art Program staff, the artist and project sponsor (including City staff, if applicable) shall present the project proposal to the PAAC at a scheduled public meeting. The PAAC typically meets on the first Monday of each month. Proposals must be submitted to Public Art staff for review at least two weeks prior to a confirmed meeting.

Please allow sufficient time for the PAAC review process. The PAAC cannot make a judgment on the proposal without all the required documentation. Allow additional time if the proposal requires approval from other departments or review boards for placement on City property prior to PAAC review. Art proposed for placement on Caltrans (State of California Department of Transportation) property requires a separate, additional approval and permitting process.

NOTE: Please consult with Public Art staff prior to finalizing the project budget. Projects requiring City staff facilitation may be subject to a review fee. The fee for projects requiring review by the Public Art Program is \$109.00/hour, or a minimum of \$327.00 per project review. The fees are included in the adopted Master Fee schedule, located on page N-1 of the document posted here:

<http://www2.oaklandnet.com/oakca1/groups/cityadministrator/documents/memorandum/oak054368.pdf>

Following review of the proposal, the PAAC will make an advisory judgment regarding form, content, and feasibility of the artwork and will determine whether the proposed project meets technical 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 of your project proposal:

Kristen Zaremba, Cultural Arts Manager (Acting), 510-238-2155 or kzaremba@oaklandnet.com



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The project proposal shall include the following. **All submittals should be bundled into a single electronic Microsoft Word or PDF (digital) file for public distribution:**

1. **Public Art Advisory Committee (PAAC) Proposal Review Form.** Attached below.
2. **Project Narrative.** A written description of the proposed artwork, including the artist's intent, process and project goals, and the roles and responsibilities of all project partners.
3. **Artist Resume.** The artist's resume and/or other supporting material relevant to the artist's past experience with similar projects.
4. **Examples of Past Work.** 3-5 images of the artist's completed projects of a quality, style and scale similar to the proposed work.
5. **Visual Proposal.** Adequate visual representation, in color, of the proposed artwork, in drawing(s) and/or three-dimensional model(s), with scale indicated.
6. **Materials and Methods Description.** A detailed description of the proposed materials and methods of installation deemed suitable for the site conditions.
7. **Photos of Site.** Photographs/digital images of the existing site, including scale and dimension for reference.
8. **In-Situ Mockup.** A scale drawing or digital photographic mockup depicting the proposed work as it will be sited.
9. **Timeline.** A project timeline that includes community outreach, the design process, all City reviews, and installation.
10. **Budget.** An itemized budget (to ensure sufficient financial resources for completion of project) that includes all anticipated review fees, in-kind donations, maintenance costs, and insurance (see #13).
11. **Maintenance Plan.** A written plan for ongoing maintenance of the proposed work, identifying the parties responsible for maintenance, anticipated lifespan of the artwork in years, etc.
12. **Community Outreach/Support Documentation.** Demonstration of community notification/outreach and support for the proposed project (letters of support, meeting attendance lists, neighborhood surveys, etc.).
13. **Insurance Documentation.** Provide evidence of insurance or a quotation for insurance coverage sufficient to indemnify the City of Oakland during project development, fabrication and installation, up through final acceptance of the artwork.
14. **Permissions.** Written permission for use of the proposed site, including acknowledgment of individual parties' rights and responsibilities (artist/sponsor, property owner, City departments if applicable, and review bodies). Please allow sufficient time to obtain appropriate permissions.
 - a. **Private Property:** Written permission or Memorandum of Understanding (MOU).
 - b. **City of Oakland Property:** Written permission must be obtained by the applicant from the department head (or his/her designee) with jurisdiction over the project site, e.g. Oakland Public Library, Oakland Parks and Recreation, or Oakland Public Works and include:
15. **Waiver Of Proprietary Rights For Artwork Placed On City Property.** Included with PAAC Review Form attached below.

NOTE: Consult the Federal Visual Artists Rights Act (VARA) and California Art Preservation Act (CAPA) guidelines posted on our Public Art Program website for more information:

<http://www2.oaklandnet.com/Government/o/CityAdministration/d/EconomicDevelopment/s/PublicArt/index.htm>



Cultural Arts Programs

Economic & Workforce Development

Public Art Advisory Committee Proposal Review Form

Date November 16th, 2015

Artist(s) Fernando "Rush" Santos

Project Contact Fernando

Organization (if applicable) Beast Oakland

Phone # 510-612-1905 Email rushawnone@gmail.com

Street Address 3924 MacArthur Blvd

City Oakland State Ca Zip 94619

Proposed Site of Project (Address/Cross St. with physical details) 4255 MacArthur Blvd Oakland CA 94619

Name of Property Owner, Proposed Location Bill Phua

City Council District of Proposed Location District 4

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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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]:

Entitled [title of work]:

Love the Laurel!

and located at [identify site, including interior location if applicable]:

4255 MacArthur Blvd , Oakland CA 94619

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

Artist's Address for Notice [insert artist's name and complete address]:

Fernando Santos 9042 Palmera ct , Oakland CA 94603

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, 9th Floor, Oakland, CA 94612 and the Client Department with jurisdiction over property: [Insert Address of Client Department with jurisdiction over property]:

F. SANTOS

Artist Signature / Date

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>

Love the Laurel! - Mural Narrative

My goal is to make this intersection and part of my community beautiful. I drive by there every day and it is simply ugly. I believe that painting the message “Love the Laurel!” on that wall will add beauty to the community. The mosaic style represents how different colors come together and make something beautiful. Those colors are like the colors of the faces of the people in the businesses and neighborhood streets. Different in size and shape and when they come together they form a beautiful community.

I also want to make it a great opportunity for some local children who love art to participate in their biggest project so far. I want them to take ownership of their community while at the same time doing work that they enjoy and maybe make a career as an artist. I helped paint a patch of grass on a mural in my school library when I was in the 4th grade. Fast forward 20+ years and multiple kids have helped me paint murals at their schools. I want to keep motivating the youth.

Fernando “Rush” Santos

Love the Laurel! – Project Timeline

September – October 2015 Artist design concept collaboration with the Laurel District Association

November 2015 Final design approved

December 2015 Sketch and Paint (3-4 days)

January 2016 Dedication

FERNANDO SANTOS

(510)612-1905

10433 Foothill Blvd. Oakland CA 94605

Highlights

- Enthusiastic and self motivated about employment
 - Founder/designer of BEAST OAKLAND clothing line
www.beastoakland.com
 - Works well either independently or in groups
 - Hands on type of worker
 - Fluent in English & Spanish
 - Fine artist & Muralist
- Outgoing & friendly/approachable

Murals

-Castlemont High School, “Unity” mural	June 1999
-Aluminum Works, Neighborhood mural	July 1999
-Black Dot Cultural Center, Neighborhood mural	August 2001
-Wheel service 104 th and International	June 2007
-Paradise Custom wheels , Antioch	July 2007
-La Nopalera 92 nd and International	June 2009
-HSD Engineering 109 th and Bancroft	June 2009
-De La Sierra Barber shop sign	August 2009
Marty’s Barber shop	August 2009
-Cox Academy “Bay area life” mural	June 2011
-Cox Academy Garden	June 2011
-Cox Academy Summer program Cesar Chavez/ Kinder playground & “The world is counting on you to make a difference”	August 2013- present
-Wheel Service 104 th ad International	November 2013
-World map at Cox Academy	May 2014
-Happy dogs Kaycee’s pet grooming	June 2014
-Bald Eagle for Private customer	July 2014
-Burbank “Water tower roots” mural	July 2014
-Burbank “mosaic” mural	July 2014

- "Rep Oakland" Lazear middle school. December 2015
- Welcome to Oakland 109th and Bancroft. July 2015
- Parker Pride Lion and letters in cafeteria. July 2015
- Lion in Lazear Cafeteria August 2015



SERVING OAKLAND SINCE 1991

Wheel Service





EAST

LOS

COURTNEY

DEOTER

TEST

LOOTER

THE PIANO

THE PIANO



Beast

ARKANO

TSG

TSG

Welcome to
Oakland



Love The Laurel

1

LOVE THE LAUREL

2

Method description for “Love the Laurel”! mural

Wall will be prepared and covered with base primer coat of exterior surface paint by lead Artist Fernando and 5 students from Lazear Middle school in Oakland along with a student from St. Elizabeth middle school.

When wall is dry , Fernando will draw out the outline design of artwork with spray paint.

Once art work is drawn out on wall, the students will fill in the wall with spray paint like a big coloring book.

Fernando will inspect the wall and clean up anything missed by the students and do finishing touches.

Materials for “Love the Laurel!” Mural

Spray paint

Black-15 @ \$6 each = \$90

White-25 @ \$6 each = \$150

Purple-20 @ \$6 each = \$120

Red-20 @ \$6 each = \$120

Blue-20 @ \$6 each = \$120

Paint total \$600

Box of gloves-1 @ \$6

Paint rollers- 3 \$9

Paint trays-3 @ \$4

Gallons of primer paint 3 @ \$20 each

Materials total \$639.00

Artist stipend \$1,561.00

Total Project Cost \$2,200.00



Google

Laurel District Association
Laurel Business Improvement District
Oakland, CA
Grow the Laurel!



Maintenance Plan – Love the Laurel Mural at 4255 MacArthur Blvd.

November 12, 2015
Laurel District Association
4222 MacArthur Blvd.
Oakland, Ca. 94619

The Laurel District Association the Business Improvement District (BID) for the Laurel District will ensure the **Mural at 4255 MacArthur Blvd., be incorporated into the existing district wide maintenance plan.** The LDA will monitor the wall 7 days/ week and ensure any tagging or defacing of the artwork will be immediately abated, until the time the vacant lot is developed with new construction. The wall will be coated with an anti-graffiti coat to allow tags to be easily removed.

The LDA will contract with the artist to maintain the original design be restored should any damage occur.

Should the artwork be significantly compromised, or the LDA or property owner deems necessary, the wall will be re-painted with a solid neutral color.

The Laurel District Association fully supports the project, and appreciates the contribution from the Green Walls Program.

Sincerely,

A handwritten signature in black ink that reads 'Daniel'.

Daniel Swafford
Executive Director
Laurel District Association
LaurelDistrictAssociation.org

Laurel District Association
Laurel Business Improvement District
4222 MacArthur Blvd.
Oakland, CA 94619
LaurelDistrictAssociation@yahoo.com
LaurelDistrictAssociation.org

Laurel District Association
Laurel Business Improvement District
Oakland, CA
Grow the Laurel!



November 12, 2015
Laurel District Association
4222 MacArthur Blvd.
Oakland, Ca. 94619

It is my pleasure to write a letter of support for the proposed **Mural Project at 4255 MacArthur Blvd.**, respectfully submitted to the Public Art Advisory Committee. The **Love the Laurel Mural** painted by artist Fernando Santos to be located **on private property with the permission of property owner Bill Phua** at 4255 MacArthur Blvd. in Oakland, California.

The Laurel District Association, the Business Improvement District Association works together with over 150 property owners and businesses are coming together to beautify the east entrance to Laurel – MacArthur Blvd. at High St. This project will help keep the 80' wall free of tagging and help give the community an added splash of beauty at the gateway to area businesses.

The Laurel District Association fully supports the project, and appreciates the contribution from the Green Walls Program.

Sincerely,

A handwritten signature in black ink that reads 'Daniel' in a cursive script.

Daniel Swafford
Executive Director
Laurel District Association
LaurelDistrictAssociation.org

Laurel District Association
Laurel Business Improvement District
4222 MacArthur Blvd.
Oakland, CA 94619
LaurelDistrictAssociation@yahoo.com
LaurelDistrictAssociation.org



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
9/18/2015

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Calender-Robinson Company, Inc. FB0267063 300 Montgomery St., Suite 888 San Francisco CA 94104	CONTACT NAME: Katherine Berkman PHONE (A/C, No, Ext): (415) 978-3800 E-MAIL ADDRESS: kberkman@calrob.com	FAX (A/C, No): (415) 978-3825
	INSURER(S) AFFORDING COVERAGE	
INSURED Laurel District Association 4222 MacArthur Blvd. Oakland CA 94619	INSURER A: Great American Insurance Group	
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
	INSURER F:	

COVERAGES **CERTIFICATE NUMBER:** CL153912293 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC			PAC 757-51-77 09	1/25/2015	1/25/2016	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below			N/A			WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)
Certificate holder is included as additional insured as per the attached endorsement

CERTIFICATE HOLDER

City of Oakland, its Councilmembers, dire officers, agents, employees & volunteers
1 Frank H. Ogawa Plaza
Oakland, CA 94612

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

POLICY NUMBER: PAC 757-51-77 09

COMMERCIAL GENERAL LIABILITY

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**ADDITIONAL INSURED – DESIGNATED PERSON OR
ORGANIZATION**

This endorsement modifies the insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

Name of Person or Organization:

All entities named on the attached certificate of insurance

WHO IS AN INSURED (Section II) is amended to include as an insured the person or organization shown in the Schedule as an insured but only with respect to liability arising out of your operations or premises owned by or rented to you.

THE INSURANCE provided under this endorsement is primary and non-contributory to any other valid & collectible insurance carried by the additional insured entity.