

**Cultural Affairs Division  
Economic & Workforce Development Department**



TO: Public Art Advisory Committee  
ATTN: Allison Cummings and Bryan Cain, Co-chairs  
FROM: Kristen Zaremba, Public Art Coordinator  
DATE: September 11, 2017  
RE: MacArthur Gateway Arches – Public Art Project Artist Recommendation- Phase 2

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**SUMMARY**

Staff recommends that the Public Art Advisory Committee (PAAC) accept the Districts 6 and 7 Councilmembers-based panel’s recommendation of Eric Powell as the selected artist for the MacArthur Gateway Arches Public Art Project.

**SELECTION PROCESS**

In 2011, the Public Art Program issued a Request for Qualifications for a pre-qualified artist pool. Practicing, professional artists or artist teams living or working in the Northern California Bay Area region, defined as the counties of Alameda, Contra Costa, Marin, Napa, San Francisco, Santa Clara, San Mateo, Santa Cruz, Solano and Sonoma, were eligible to submit their qualifications for the opportunity to be considered for possible commission for various projects.

The panel met to review applications on September 30, 2011, in Hearing Room 3 of Oakland City Hall, 1 Frank Ogawa Plaza. Criteria for the selection of artists are found in the Oakland 2011 Pre-Qualified Artist Pool Request for Qualifications (RFQ). The panel recommended 72 finalists.

For the MacArthur Gateway Arches Public Art Project, a short list of fourteen eligible artists with experience working in suitable materials (architectural metal) was developed. The District 6 and 7 Councilmembers-based panel reviewed the artists’ credentials and selected the following finalists to be interviewed prior to making a final commission recommendation:

- 1) Steven Gilman (Oakland)
- 2) Eric Powell (Berkeley)
- 3) Matthew Passmore (Oakland/Berkeley)

Prior to being interviewed, the finalists attended a site visit meeting on April 17, 2017 to become familiar with aspects of the project and meet City representatives. The selection panel convened on August 29, 2017 in Hearing Room 4 of City Hall to interview the three finalists before reaching their final recommendation to award the commission to Eric Powell as the best artist for the project. Mr. Powell also holds a contractor’s license for metalwork, which will allow him to facilitate installation of the artwork by licensed contractors, as required by state contracting law.

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### FISCAL IMPACT

The MacArthur Gateway Arches Public Art Project is funded through City of Oakland percent for art funds (per Ordinance Number 11066 C.M.S). Once approved by the PAAC, the selected artist will be contracted for design development, fabrication and installation of the final artwork in an amount between one hundred twenty thousand (\$120,000) and one hundred and eighty-five thousand dollars (\$185,000), pending the final amount required for installation by a licensed contractor.

### BACKGROUND

#### Artist Opportunity

The Oakland Public Art Program agreed to commission an artist to enhance two gateway arches planned for the MacArthur Streetscape improvements implemented at multiple commercial nodes along MacArthur Avenue in East Oakland. The selected artist is required to have demonstrated experience working with architectural metal and with a large-scale budget.

The project locations are on MacArthur Boulevard at 73<sup>rd</sup> Avenue, adjacent to the Eastmont Mall (District 6), and at Durant Street (Oakland / San Leandro border), three blocks from the newly renovated Foothill Square shopping center (District 7).

Artists were asked to develop preliminary concepts and to consider how they would approach working with the communities in the two districts to develop their final designs. Opportunities for the integration of public art on the archways include:

- 1) Metal, and/or metal and integrated tile, applied to the metal archway structures;
- 2) Metal, tile, mosaic or painted treatments to the pedestal bases;

### PROCESS REVIEW

For the MacArthur Gateway Arches Public Art Project, the Public Art Program pre-selected a short list of qualified artist candidates from the 2011 Oakland Pre-Qualified Artist Pool.

For the 2011 Pre-Qualified Artist Pool, the City released a Request for Qualifications seeking local qualified artists. The selection panel met on September 30, 2011. The City received a total of 152 applications to the artist pool. Staff reviewed all applications and forwarded the 129 eligible applications to the selection panel. They recommended 72 finalists from the eligible pool of 129 applicants for inclusion in the pre-qualified pool.

Voting members of the pre-qualified artist pool selection panel were local arts and community representatives Kevin Chen, Program Director, Intersection for the Arts and Public Art Advisory Committee member; Joyce Gordon, Joyce Gordon Gallery owner and Cultural Affairs Commission representative; Amana Johnson, Oakland-based public artist; and Amy Stimmel, Alameda County Public Art Coordinator. The panel was facilitated by Public Art Program staffers Steven Huss and

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Kristen Zaremba.

For the MacArthur Gateway Arches artist selection, a City Council District 6 and 7- based selection panel met on August 29, 2017 in Hearing Room 4 of City Hall to interview the recommended three finalists and to review their preliminary concept proposals. They reached a unanimous recommendation after careful consideration and discussion of the merits of each presentation.

Voting members of the MacArthur Gateway Arches Public Art Project selection panel were Desley Brooks (District 6 Councilmember), Pat Mossburg (District 7 Councilmember’s representative), and Jean Blackshear (District 7 community representative). Advisory representatives from the Public Art Advisory Committee included Bryan Cain and Charmin Roundtree-Baaqee (also a District 7 community member). The panel was facilitated by Public Art Coordinator Kristen Zaremba, with support from Public Art Program Analyst Joe Saxe and Cultural Affairs Manager Roberto Bedoya.

**RECOMMENDATIONS**

Staff recommends that the Public Art Advisory Committee (PAAC) accept the selection panel’s recommendation of Eric Powell as the selected artist for the MacArthur Gateway Arches Public Art Project.

Respectfully submitted,

*Kristen Zaremba*

Kristen Zaremba, Public Art Coordinator