

OFFICE OF COUNCILMEMBER DAN KALB

District One Anti-Graffiti Murals & Green Walls Grants Program



General Information

OPPORTUNITY

City Councilmember **Dan Kalb** invites neighborhood proposals to combat graffiti and beautify neighborhoods through the creation and installation of new murals and ‘green walls’ on blighted walls in District 1 (North Oakland). Through the City Council Anti-Graffiti Murals and Green Walls grants program, City Councilmembers seek to support the beautification of Oakland and foster community pride by transforming neighborhood streets for the better. We encourage positive and vibrant artwork that reflects the unique character of each of a given neighborhood and the rich diversity of Oakland.

ELIGIBILITY & PROGRAM SCOPE

Grant proposals are invited from community-based organizations, neighborhood groups and business associations, in partnership with property owners and individual artists, that have identified needs and opportunities for murals and living walls to enliven, improve, or revitalize blighted walls in their own neighborhoods.

Any selected wall proposed for this project must be publicly visible and located in a well-trafficked area. New projects on privately owned walls are preferred. Please note that murals on City-owned walls have specific restrictions, and require a coordinated approval process through the appropriate City department having jurisdiction over such property as well as the City’s Public Art Program.

Grant proposals will be selected for funding by City Council members and staff for their individual districts. For mural projects, the selected neighborhood groups will engage experienced artists to develop concepts for specific sites, and will enter into a contract with the artist(s).

When developing concepts, the applicant/artist is encouraged to engage neighborhood youth and other community members in a meaningful way; this might include participation in concept development through community meetings/workshops, or hands-on participation in the actual painting of the mural.

Whenever possible, mural artists will engage North Oakland teens and adults in the development of themes and concepts, and/or the painting and execution of the murals.

Artists must present designs for written approval by the property owners, and to the City’s Public Art Advisory Committee for aesthetic and technical review and recommendation, before commencing work.

BUDGET

Up to \$50,000 for each of the seven Council districts (and the at-large Council office) is available for grants to support creation and installation of new murals and ‘green walls’ on graffiti-blighted walls.

Proposed projects in the range of \$3,000-\$9,000 per project will be considered. Applicants may submit projects above this range for consideration—especially if they have applied for matching funds from other organizations or individuals.

Guidelines

- Grant applicants may be a North Oakland neighborhood organization, community-based organization, business association, or a combination thereof, or an individual artist or pair of artists working with a property owner in North Oakland.
- Projects on private walls are strongly preferred. The wall must be visible and accessible to the public.
- Applicants must demonstrate interest and support from the local community or neighborhood in which the project will take place. Examples of support would be up three or more letters of support from neighborhood businesses, organizations or individuals; or a neighborhood petition expressing support and awareness of the proposed mural and its subject matter.
- Mural concepts should be site-specific (meaning having a specific relevance to the neighborhood and the location) and appropriate to the social, cultural, and physical conditions of the surrounding neighborhood.
- Preference will be given to local artists/artisans (neighborhood residents) whenever possible, and Oakland-based artists/artisans.
- All proposed projects located on private property must be accompanied by a written signed agreement of participation by the property owner. The property owner must agree to sponsor the project for the length of time specified in the proposal. The length of time the property owner commits to maintaining the mural or green wall will be established in the agreement.
- For proposed murals on City property, the applicant(s) will be responsible for securing required permits, when necessary, from the appropriate City agency.

Not eligible:

- Projects proposed for public, non-City owned sites such as Caltrans property (e.g. freeway underpass walls) or BART property.
- Proposals that do not address and remedy blighted walls/surfaces in highly visible locations.
- Proposals without evidence of support from and a plan to engage with the neighborhood community.
- Proposals for restoration of existing murals.

Requirements:

- The proposed media for a mural or green wall must ensure the project's longevity and durability.
- The artist must prepare the wall surface as necessary prior to painting or applying living plants.
- Multiple coats of an effective graffiti-resistant UV coating on the completed mural will likely be required.
- Materials are subject to City review.

For a helpful resource on Best Practices in mural creation, visit the website of the Heritage Preservation organization in Washington D.C.:

<http://www.heritagepreservation.org/RPM/MuralBestPractices/index.html>

Submission and Notification Deadlines

Deadline: Proposals will be considered and funds granted on a rolling basis. To ensure that there are available funds for your project, submit your proposal with all required materials as soon as possible. Proposals received before May 28, 2015 will receive priority consideration. See Application below.

We appreciate your interest in our Mural Grants program. If you have any questions, please contact Olga Bolotina (District One Chief of Staff) at obolotina@oaklandnet.com.

APPLICATION – OFFICE OF DISTRICT ONE COUNCILMEMBER DAN KALB

Contact Information

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| Name(s) | |
| Affiliation, if any | |
| Contact Phone Number | |
| E-Mail Address | |

Project Information

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| Project Property Address | |
| The grant amount requested | |
| The estimated timeline to create and execute the proposed project. | |
| The anticipated lifespan (number of years) of the proposed project | |
| Brief description (150 words) of wall's condition and history | |
| A description of the proposed mural or green-wall concept, its relationship to the neighborhood, and the way in which this project will engage the community (300 words) | |

Required Materials to be included with the Application

1. Photographs documenting the wall's current blighted condition and its high-visibility location.
2. Written evidence of property owner's consent and sponsorship.
3. A preliminary budget summary that includes estimated costs of materials, supplies, implementation, insurance, permits, artist fees, and any other expenses associated with the proposed project. Also, indicate amount and source of matching funds or materials and estimate of donated labor hours.
4. If an artist/landscape architect/plant specialist has been selected at the time of application, please submit: (A) Up to 10 images of the artist's past work that demonstrate relevant experience and qualifications for this project. (B) A resumé outlining the artist/designer's professional accomplishments and listing completed projects, including project sponsor, location, date, media, dimensions, budget and other essential information.
5. If an artist/designer has not been selected at the time of application, please note that all requirements listed above must be met prior to final approval of the project. City retains the right to decline any proposals not included in the preliminary application process.

Please e-mail your **Complete Application** and above materials to obolotina@oaklandnet.com.