

Oakland Public Art Program 2023



Artist: Johanna Poethig, *Rainbow Power*,
Rainbow Recreation Center, International Blvd 2019

Oakland Public Art Program

1.5% for Art Ordinance for Public Projects

0.5 - 1% for Private Projects

Facilitate Temporary / Permanent Projects Funded by City and Artist / Community Initiated Projects for City Property

Program Principles

- ❖ Enriches City's visual environment, celebrates and enlivens our neighborhoods
- ❖ Integrates creative thinking of artists into the built environment
- ❖ Provides means for residents and visitors to enjoy and experience City's cultural diversity
- ❖ Provides career and economic opportunities for professional artists



Frank Ogawa Plaza City Hall retrofit

Artist: Donna Billick, *Rock On Oakland*

City Funded Capital Improvement Projects (CIP)

- ❖ Ordinance adopted 1989; amended in 2019
- ❖ City Council approves CIP program / project funding
- ❖ 1.5% of each CIP construction budget mandated for public art
- ❖ Funded from municipal capital improvements and eligible grants (e.g., Municipal Bonds, State Parks Grants)
- ❖ Public Art staff administers
- ❖ Public Art Advisory Committee (PAAC) oversees



*Generations,
Artist Laurel True
Fire Station 18
Mosaic Tile and
Porcelain Enamel*

City Funded Capital Improvement Projects (CIP)

- ❖ Most projects competitively bid from pre-qualified artist pool
- ❖ Majority of projects awarded to Oakland artists
- ❖ Permanent public art project delivery life cycle typical for new construction (3-5 years or more)



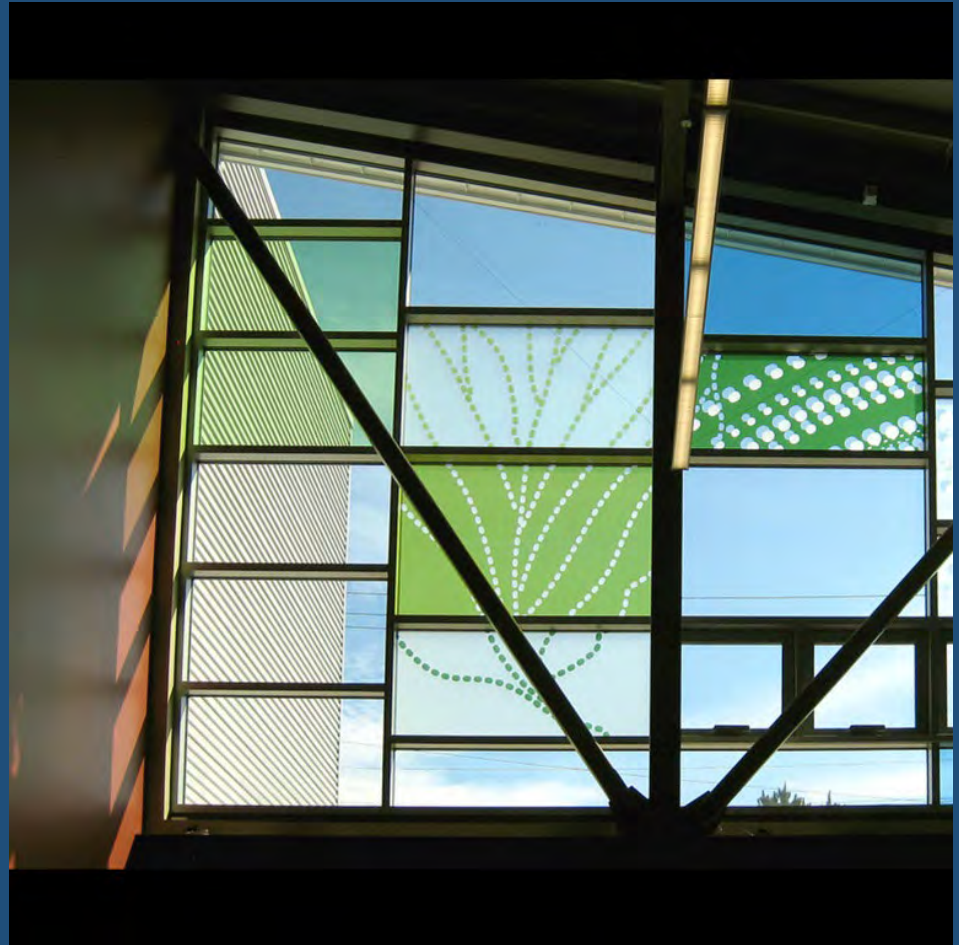
Ashe (Life Force), Raimondi Park, 2009

Artist Eesuu Orundide (right) and
fabricator Artworks Foundry

Multi-faceted and Interdisciplinary Projects

Our Oakland: Eastside Stories by Artist Rene Yung

East Oakland – 81st Avenue Community Library, architecturally integrated art glass, oral histories collected on dedicated website



Functional, integrated artworks



Gardens at Lake Merritt ornamental gates by artist Shawn Lovell (Measure DD Program), 2020

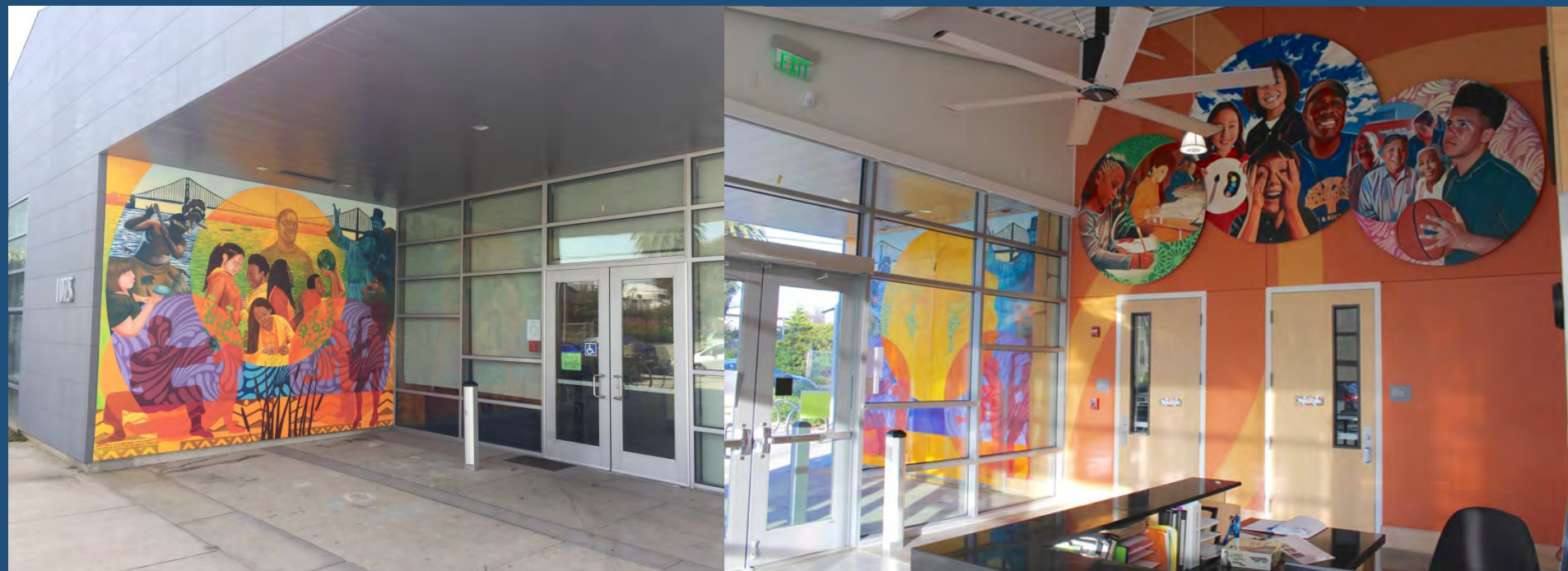


Design team architectural and artistic enhancements



Rainbow Recreation Center (District 6): Artists Johanna Poethig and Peter Richards (Funding: Measure KK), 2019

Permanent Integrated Building Murals: Exterior / Interior Hybrid



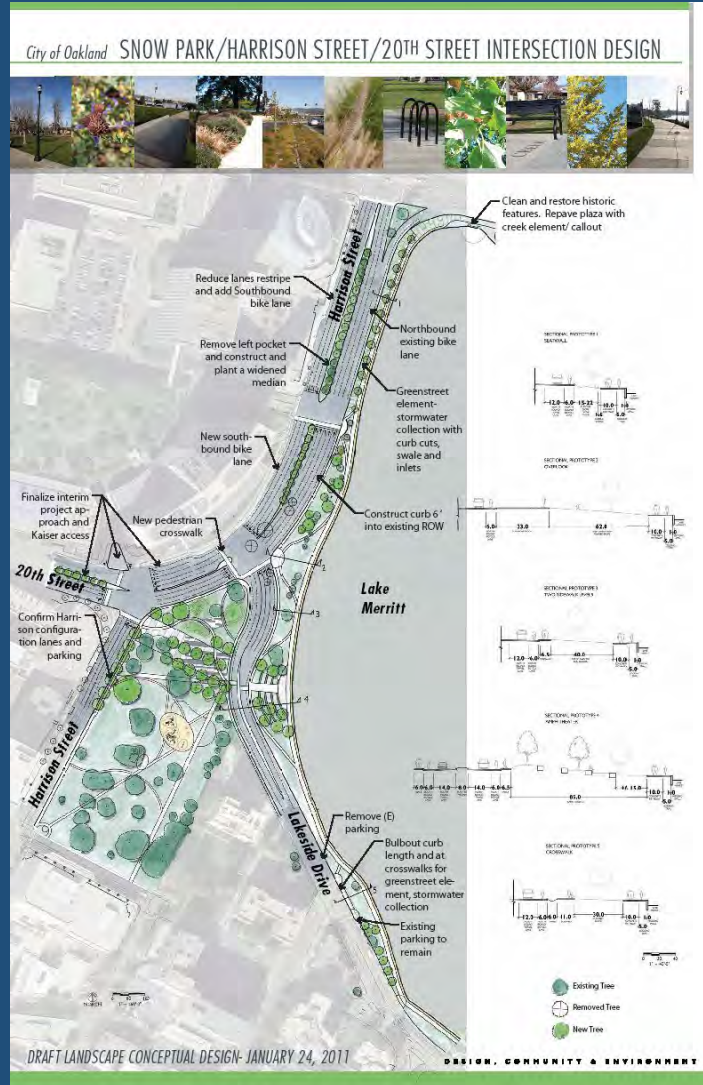
Joining Circles, Artist Team: Joaquin Newman and Eduardo Pineda
Charles Porter Golden Gate Recreation Center

Permanent Murals: Exterior



East Oakland Sports Center: Daniel Galvez & Jos Sances

Engage Artists Early in the Planning Process



Measure DD: Lakeside Green Streets Project
Makkewekes by Artist Team Wowhaus

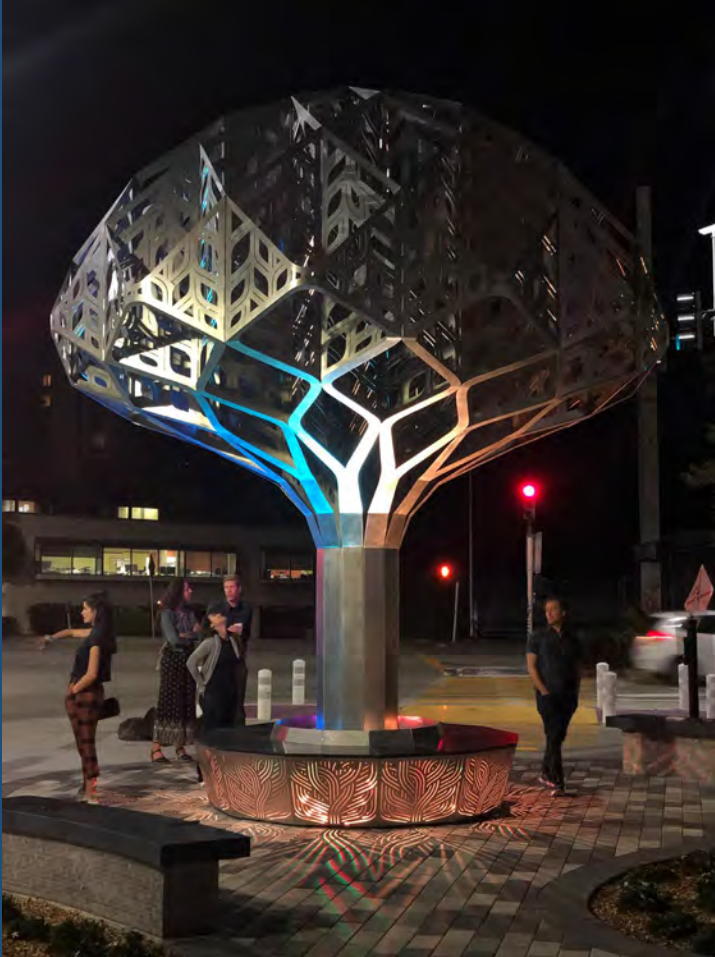
Public Art for Private Development

- ❖ Ordinance adopted 2014; amended 2018
- ❖ 1.0% building costs (non-residential); 0.5% (residential)
- ❖ Applies to private non-residential developments of 2,000 sf or more of NEW floor area & private residential developments of 20 or more NEW dwelling units, and subject to Design Review
- ❖ Developer/owner controls artwork selection & responsible for future artwork maintenance documented through covenant
- ❖ City Staff approves compliance & inspects projects on private property



17th & Broadway – Lennar – Artist
David Huffman

Public Art for Private Development



❖ Options:

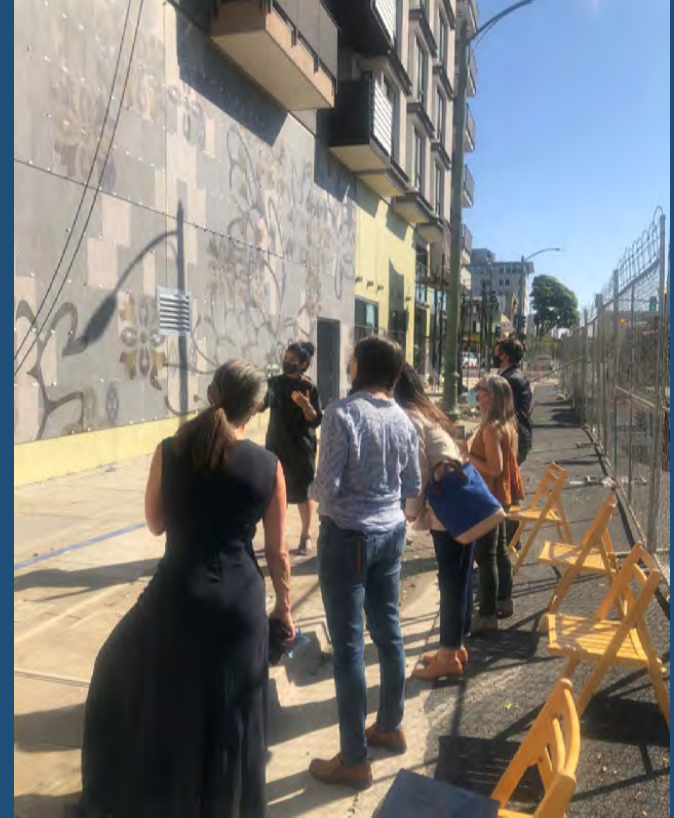
- Commission freely accessible permanent artwork on-site or
- Within ¼ mile in ROW or public property* (City, BART, Caltrans);
- Contribution to City public art fund (City Public Art Program manages);
- Dedicated on-site Cultural Space*;
- Contributions for capital improvements to city-owned arts facilities.

*Select Projects reviewed by (PAAC)

Artist: HYBYCOZO

Hanover Properties, Public Plaza, 27th/Broadway

Public Art for Private Development



Webster 11 (Martin Group)

Interwoven, Artist: Jamie Chang

Community based selection process

Fabricated by Magnolia Editions

Public Art for Private Development



Jubilation Artist: Fernando Reyes; 2325 Valley - Signature Development

Open Proposals Program: City Funded, Artist Conceived

- ❖ Initiated early 1990s
- ❖ Intended as temporary projects, but many have lasted for years
- ❖ Opportunity for emerging artists to experiment, become familiar with City requirements
- ❖ Artist proposes site, concept
- ❖ Commissioned as unrestricted funds become available
- ❖ Public Art Program advises on proposal development and coordination, oversees projects
- ❖ Public Art Advisory Committee Approves
- ❖ Facilitated multiple artist / community-initiated projects, including plaza installations and murals



Larry Sultan & Mike Mandel, *Pool*
DeFremery, West Oakland



Scott Oliver, *Once Upon A Time, Happily Ever After...*





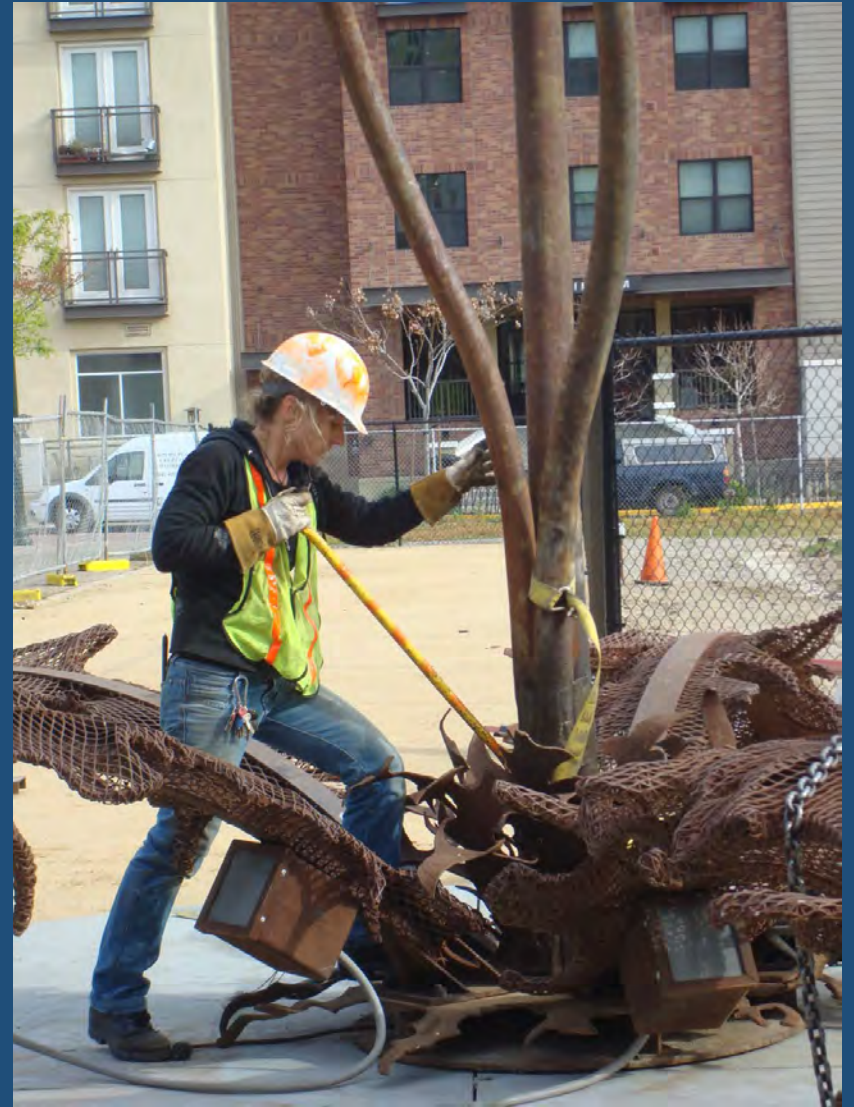
Youth UpRising Billboard Murals Project

City funded temporary works: The Great Wall of Oakland



Private Property – Private & Publicly
Funded – NO PERMITS!

NEA Funded Temporary Installations: Uptown ArtPark



Installation: *Dandelion*, Karen Cusolito



City Owned and Managed - Project improvements triggered Conditional Use, Building and Special Event Permits

Artist & Community Initiated Projects

City of Oakland | Public Art in Oakland X

https://www.oaklandca.gov/topics/public-art-in-oakland

Mayor Libby Schaaf

Select Language 311

CITY OF OAKLAND

NEWS SERVICES DEPARTMENTS MEETINGS CITY COUNCIL

Oakland — Topics — Public Art in Oakland

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Public Art in Oakland

Public Art enlivens, enriches and enhances our visual environment and public spaces. The best public art creates a focal point for activity, a meeting place or a landmark -- and lets residents and visitors enjoy the tremendous creative talent found in our city.

Documents

Artist and Community-Initiated Public Art Projects Guidelines

Public Art for Private Development Submittal Checklist

5:29 PM 7/18/2019

Artist & Community Initiated Projects Process

Required Reviews and Permits for Temporary and Permanent Public Art on City Property or Funded by City

- ❖ Department Reviews and Permissions for artwork on City Property:
 - Public Art Program Staff and Public Art Advisory Committee
 - Department Management: Parks and Recreation / Library / Dept. of Transportation / Public Works/ Planning and Building
 - City Administrator
- ❖ City Requirements for Public Improvements and License Agreements
- ❖ Building Permits & Encroachment Permits



Rainin Foundation Open Spaces
Artist Rosten Woo / Exploratorium
Mutual Air, Frank H. Ogawa Plaza

CALTRANS State ROW Transportation Art Projects



- ❖ Caltrans review and permitting process requires City Council approval
- ❖ Transfer of ownership and copyright
- ❖ City-Artist and City-State Maintenance Agreements

Oakland Super Heroes Mural #2 Installation
Attitudinal Healing Connection – Lead Artist, Senay Dennis;
Market Street, West Oakland

Gifts and Privately Funded Permanent Installations



- Remember Them: Champions for Humanity. Artist Mario Chiodo / Gift of the Artist and the Oakland Chamber of Commerce

Gifts and Privately Funded Permanent Installations



Dr. Huey P. Newton Memorial Bust for Mandela Parkway, HP Newton Foundation,
Artist: Dana King

“DIY” Artist – Community Initiated Projects



14th Street Choose Democracy Mural

Temporary Installations



Artist Kehinde Wiley, *Rumors of War* at Latham Square

Presented by Kindred Arts, Oakland Central, Artist as First Responder, Black Joy Parade

What's Next?

- ❖ CIP Program: Mosswood Community Center, Tyrone Carney Park, Fire Station 4, Estuary Park Regional
- ❖ Future Opportunities: Pre-Qualified Artist Pool RFQ
- ❖ Webinars: Professional Development for Artists (Emerging and Mid-Career)
- ❖ Building a Robust, Diverse, Knowledgeable Artist Pool



A professional training series for artists
seeking their first public art commissions.
September 2009 – January 2010

NORTHERN CALIFORNIA
PAA
PUBLIC ART ACADEMY

APPLICATION PERIOD: July 20 – August 3, 2009
TRAINING PERIOD: September 2009 – January 2010

ELIGIBILITY: Artists living or working in the counties of Alameda, Contra Costa, San Francisco, Santa Clara & Santa Cruz

WHAT/WHEN/WHERE

- Six classroom sessions, Saturday mornings, 10am-12pm: September 12, October 3, October 24, November 14 & December 5, 2009; January 9, 2010
- Three afternoon bus tours
- Held in different cities around the Bay Area, close to public transportation (locations to be announced)
- Led by leading Bay Area public artists, architects and public art administrators

SESSION TOPICS

- Making the transition from studio to public artist
- Applying for a public art project
- Concept development
- Schematic design
- Design development + construction documents
- Contracts and other legalities

REQUIREMENTS

- If selected, artists must enroll in the entire six-session training
- Participation is limited to 50 registered participants
- Cost: \$150 per student

HOW TO APPLY

- All applications must be submitted through CaFE: www.calforentre.org
- A full prospectus is also available at: www.sanjoseculture.org
- The online application period is July 20 through August 3
- Applications must be received in CaFE by 11:00 pm August 3, 2009

For more information, email chirns@ci.santa-cruz.ca.us

A collaboration between the Public Art Programs of the cities of Oakland, San Francisco, San Jose, Santa Cruz, Walnut Creek and the Cultural Council of Santa Cruz County
A project of the Northern California Public Art Administrators Network

What's Next?

- ❖ New Staff, New PAAC, New Year
- ❖ CIP Program: DeFremery Park, Mosswood Community Center, Tyrone Carney Park, Fire Station 4, Estuary Park Regional
- ❖ Future Opportunities: Pre-Qualified Artist Pool RFQ
- ❖ CSIG Follow Up Website Resources: Professional Development for Artists (Emerging and Mid-Career)
- ❖ Building a Robust, Diverse, Knowledgeable Artist Pool of new and experienced Artists



City Artist Selection Process

Artist Request for Qualifications

Artist applications are due online at www.callforentry.org or equivalent online platform. Selection criteria account designed for emerging and established public artists.

Phase One: Selection of Finalists

A panel of artists and arts professionals will meet to review all submissions and recommend artists for inclusion in the artist pool for eligible projects. The recommended artists must be approved by Public Art Advisory Committee.

Phase Two: Artists selected to interview for individual projects

Ongoing: Community & arts-based panels convened to interview a short list and select artists for each commission. The recommended artists must be approved by Public Art Advisory Committee before contracting. Artwork installation coordinated with Public Works in alignment with CIP project.

Other Public Art Resources

- ❖ California Arts Council: www.cac.ca.gov
- ❖ Kenneth Rainin Foundation: www.kffoundation.org
- ❖ East Bay Community Foundation: www.ebcf.org
- ❖ CaFÉ: www.callforentry.org
- ❖ Submittable: www.submittable.com
- ❖ Slideroom: <https://www.slideroom.com/>
- ❖ Public Artist: www.publicartist.org
- ❖ Americans for the Arts Public Art Network: www.americansforthearts.org

Questions?

<https://www.oaklandca.gov/topics/public-art-in-oakland>

kzaremba@oaklandca.gov

510-238-2155



Kristen Zaremba
Public Art Coordinator
Cultural Affairs Division
Economic & Workforce
Development



MacArthur Gateway Arches
Artist: Eric Powell