



Alameda County Arts Commission
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Date: July 10, 2017
To: Castro Valley Municipal Advisory Council
From: Rachel Osajima, Director, Alameda County Arts Commission
Subject: Community Identifier Project

The Alameda County Arts Commission is pleased to announce that the artists' proposal designs for the Community Identifier Projects are now available for public comment. Community members are invited to submit comments. The Castro Valley proposals are on view at the Castro Valley Library through July 26. The online proposals can be found at the website: bit.ly/CIPProjectsPD and are available for comments through August 27.

Community Identifier Projects are planned for three of Alameda County's unincorporated communities: Castro Valley, San Lorenzo, and Ashland/Cherryland. The Community Identifier Projects involve designing and painting the name of the community along with other design elements on freeway overpasses. The overall goal is to create community gateway markers that help support a positive and welcoming environment for both the community and visitors. Practicing, professional artists will be selected through an open competitive process to design and paint the Community Identifiers. The Arts Commission believes that community input is very important and encourages community members to comment on the proposal designs.

In March, three Artist Selection Committees, one for each community, met to review the qualifications and past work of a project pool of artists. The Selection Committees are comprised of community members and local artists. Each Committee selected five artists as semi-finalists who were invited to create a proposal design for the Community Identifier for their community. In April and May, a Community Roundtable was held in each of the three communities with the artist semi-finalists. During the Roundtables, community members had the opportunity to share thoughts about the special characteristics of their community. Community members also contributed ideas through an online survey. The artist semi-finalists considered the survey and Roundtable comments when developing their proposal designs.

Community members are encouraged to submit comments describing why each of the artists' proposal designs may or may not be a good match for the whole community. The comments will help inform the Selection Committees' deliberations about the best designs. The public comments are not considered a vote. All of the comments that are collected will be shared with the Selection Committees when they reconvene in September to interview the artists. At that time, each Committee will select one artist to create the Community Identifier for their community. One artist may be selected for more than one site. The projects have multiple approval steps involving local community groups, such as the Castro Valley MAC, as well as the Members of the Alameda County Arts Commission, the Alameda County Board of Supervisors and the CA State Department of Transportation (Caltrans).

Attachment: Community Identifier Project Update dated June 2017

Community Identifier Projects

in Unincorporated Alameda County - Castro Valley, San Lorenzo, & Ashland/Cherryland

Overview

Alameda County Arts Commission is working on three Community Identifier Projects in Alameda County's unincorporated communities: Castro Valley, San Lorenzo, and Ashland/Cherryland. The Community Identifier Projects involve designing and painting the name of the community along with other design elements on freeway overpasses. The overall goal is to create community gateway markers that help support a positive and welcoming environment for both the community and visitors. Practicing, professional artists will be selected through an open competitive selection process to design and paint the Community Identifiers. It is anticipated that the projects will be complete in the Fall of 2018.

The Community Identifier Project concept was developed through community interest and support. It was designated as an official project of the Alameda County Arts Commission by the Alameda County Board of Supervisors in August 2016. The freeway overpasses identified for the Community Identifier Projects are under the control of the CA State Department of Transportation (Caltrans). Caltrans allows text and limited design elements as part of their Community Identification Program. A proposal must be submitted to and approved by Caltrans. Completion of all projects is contingent on Caltrans approval.

Locations of the Community Identifiers

1. Castro Valley - 580 Highway Overpass at Redwood Road
2. San Lorenzo - 880 Highway Overpass at Hesperian Boulevard
3. Ashland/Cherryland - 238 Highway Overpass at Mission Blvd / E. 14th Street

Community Involvement Opportunities & Updates

Community involvement is at the core of this project. Everyone is encouraged to get involved!

Get Connected and Stay Informed

The best way to stay informed and involved to is be added to the Arts Commission's email list for this project. Send us an email at artscommission@acgov.org. Include your name, email, and the name of the community you live in. If you don't have email, call us at (510) 208-9646 and we'll send you updates by mail.

View the Proposal Designs & Give Feedback

- Give feedback on the proposal designs. View the proposal designs by the selected artist semi-finalists online or in-person.

The artists semi-finalists' proposals for all three community sites are available online for community comments until August 27, 2017. Go online and visit: bit.ly/CIProjectsPD

Community Identifier Proposal Display Dates & Locations

Castro Valley Proposal Display

Castro Valley Library, 3600 Norbridge Avenue, Castro Valley

June 26 - July 26

Sun 1-5pm, Mon & Tues 12-8pm, Wed & Thurs 10am-6pm, Sat 10am-5pm. Closed on Fridays and on Independence Day (Tues, July 4).

San Lorenzo Proposal Display

San Lorenzo Library, 395 Paseo Grande, San Lorenzo

June 26 - July 26

Sun 1-5pm, Mon & Tues 12-8pm, Wed & Thurs 10am-6pm, Sat 10am-5pm. Closed on Fridays and on Independence Day (Tues, July 4).

Ashland/Cherryland Proposal Display

Cherryland Community Association meeting at Eden United Church, 21455 Birch St., Hayward

Tues, July 11 from 7:00 - 9:30pm

Ashland Community Association meeting at Ashland Place, 16385 E. 14th St., San Leandro

Tues, July 18 from 6:30 - 8:30pm

Eden Night Live at 16640 E. 14th St., San Leandro

Fri, July 28 from 6:00 - 9:00pm

Ashland Community Center at 1530 - 167th Ave, San Leandro

Wed, August 16 from 4:00 - 7:00pm

Additional proposal display locations and dates to be announced. Contact the Arts Commission for more information.

- Participate in community meetings and presentations about the projects. Community members signed up to be on the Arts Commission email list will receive updates about events.

Project Update

The Community Identifier Projects are taking place concurrently in 3 separate communities in unincorporated Alameda County in the communities of Castro Valley, San Lorenzo, and Ashland/Cherryland. Each community has its own Artist Selection Committee that will select an artist to create the Community Identifier in their community. Artists can be selected as semi-finalists for more than one location and may receive a contract to create the artwork at more than one location.

Three separate Artist Selection Committees, one for each community, comprised of community members and local artists met on March 9, March 14, and March 15, 2017 to review the qualifications and past artwork of the artists in the Project Pool. The following is a list of the artist semi-finalists for the Community Identifier Projects. The artist semi-finalists were reviewed and approved by the Alameda County Public Art Advisory Committee (PAAC) and the Members of Arts Commission.

Castro Valley Community Identifier Project Artist Semi-Finalists are:

Suzanne Gayle (Hayward), Andrew Kong Knight (Hayward), Robert Minervini (Oakland), Christine Pacheco (Hayward), and John Wehrle (Richmond).

San Lorenzo Community Identifier Project Artist Semi-Finalists are:

Nico Berry (San Francisco), Sean Griffin (Oakland), Andrew Kong Knight (Hayward), Robert Minervini (Oakland), and John Wehrle (Richmond).

Ashland/Cherryland Community Identifier Project Artist Semi-Finalists are:

Nico Berry (San Francisco), Suzanne Gayle (Hayward), Robert Minervini (Oakland), Javier Rocabado (Richmond), and John Wehrle (Richmond).

In April and May, 2017, a Community Roundtable was held in each of the three communities with the artist semi-finalists. During the Roundtables, community members had the opportunity to share thoughts about the special characteristics of their community and how those characteristics should be reflected in the designs of the Community Identifier. Community members also contributed ideas through an online survey. The artist semi-finalists considered the survey and Roundtable comments when developing their proposal designs.

The artists semi-finalists' proposals will be on view at various locations. See the "View the Proposal Designs & Give Feedback" section of this document for detailed information with locations, dates and times. Additional proposal display locations and dates to be announced. Contact the Arts Commission for more information. The displays will include the proposal boards showing each artist's proposed design and a written description. The artists semi-finalists' proposals for all three community sites are available online for community comments until August 27, 2017. Go online and visit: bit.ly/CIPProjectsPD

Community members are encouraged to submit comments describing why each of the artists' proposal designs may or may not be a good match for the whole community. The comments will help inform the Selection Committees' deliberations about the best designs. The public comments are not considered a vote. All of the comments that are collected will be shared with the Selection Committees when they reconvene in September to interview the artists. At that time, each Committee will select one artist to create the community identifier for their community. One artist may be selected for more than one site.

Presentations about the selected artists and their designs will be made to community groups in the unincorporated areas in late September and October. The Alameda County Public Art Advisory Committee, the Members of Arts Commission, and the Alameda County Board of Supervisors must approve the selected artists.

Artist Selection Committees

The Artist Selection Committee members are listed below by site:

Castro Valley Selection Committee

- Kathy Anderson, Community Representative
- Jason Engelund, Artist & Community Representative
- Karl Hodges, Community Representative
- Roxann Lewis, Community Representative
- Kimberly Overton, Artist & Community Representative

- Ashley Strasburg, Community Representative
- Linda Willis, Community Representative

Additional Attendees

- Cathy O’Dea, Alameda County Arts Commissioner (non-voting, advisory)
- Paul Sanftner, Representing County Supervisor Nate Miley (non-voting, advisory)
- Mark Yin, Alameda County Public Art Advisory Committee Member (non-voting, advisory)

San Lorenzo Selection Committee

- Sandra Anderson, Community Representative
- Jean Bidwell, Artist
- George Castillo, Community Representative
- Donald Clowser, Community Representative
- Gregory Duggan, Artist & Community Representative
- Penny Peck, Community Representative
- Randy Waage, Community Representative

Additional Attendees

- Cathy O’Dea, Alameda County Arts Commissioner (non-voting, advisory)
- Karina Rivera, Representing County Supervisor Wilma Chan (non-voting, advisory)

Ashland/Cherryland Selection Committee

- Mike Baratta, Community Representative
- Breann Gala, Community Representative
- Rick Hatcher, Community Representative
- Sandra Macias, Community Representative
- Winda Shimizu, Artist & Community Representative
- Barisha Spriggs, Community Representative
- Peter Tonningsen, Artist

Additional Attendees

- Cathy O’Dea, Alameda County Arts Commissioner (non-voting, advisory)

Project Management

The Alameda County Arts Commission staff manages this project utilizing the same approach used for past public art projects involving extensive community outreach and engagement, an open competitive selection process, and multi-step reviews and approvals. This process was used in recent public art projects in the unincorporated areas including the Cherryland Fire Station, San Lorenzo Library, Castro Valley Streetscape Improvement Project, and Castro Valley Library.

Main Project Elements

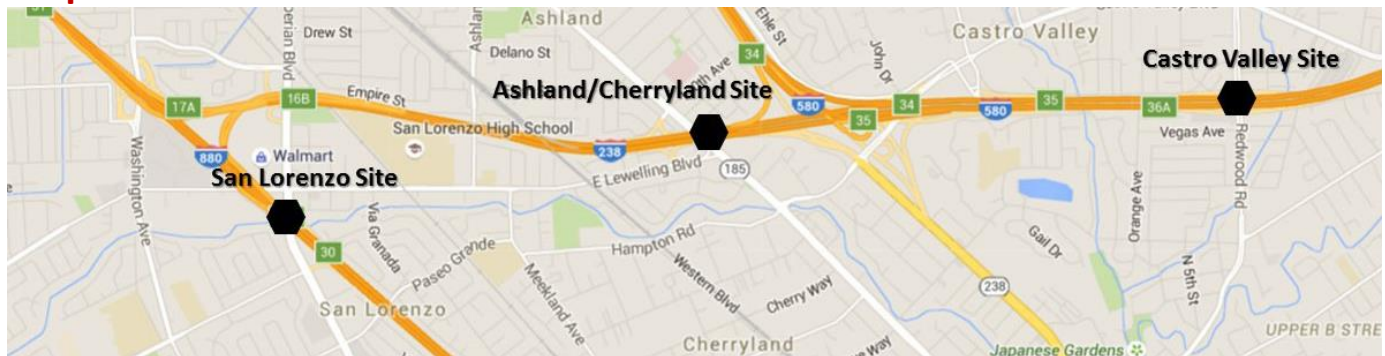
- Community outreach and involvement are key aspects to help ensure a successful project. Community members will be encouraged to serve on artist selection committees, participate in a community surveys, and provide comments about the designs of the Community Identifier projects.
- Each Community Identifier project will feature the community name “Castro Valley”, “San Lorenzo”, “Ashland” and “Cherryland” plus other design elements. The designs will be painted on both sides of the overpasses and will be the same on both sides, dependent on location.

- Main areas with designs will be above 9 feet to help ensure maintenance. It is anticipated that other areas, such as underneath the overpass, will not be painted due to concerns for appropriate surface, future maintenance, visibility, and overall cost.
- Caltrans approval is required for each site.
- Practicing, professional artists will be selected through an open competitive selection process, as defined by the County's Public Art Ordinance. The Arts Commission uses its Artist Registry for these projects.
- The Arts Commission will issue and manage the artists' contracts as per regular procedure for the County.
- Community Identifier will have a presentation period of 10 years. After 10 years, the County will conduct an evaluation with the community to determine appropriate next steps which may include painting over and removal of the Community Identifier.

Main Project Steps

- Aug 2016 - Authorization to begin project by Board of Supervisors
- Sept - Dec 2016 - Arts Commission staff complete project plan and timeline
- Sept - Dec 2016 - Call for Artists conducted with open competitive process
- Nov 2016 - Jan 2017 - Community survey & submission of interest forms regarding selection committees
- Feb – March 2017 – Selection Committee Meet and selection of artist semi-finalists
- April – May 2017 – Community Roundtables and Online Surveys
- May 2017 – Artist semi-finalists develop proposals
- June – Aug 2017 – Proposals on display in-person and online for public comments
- Sept 2017 – Selection Committees reconvene to select artists and make recommendations
- Sept - Oct 2017 - Presentations to community groups in the unincorporated areas
- Sept - Oct 2017 - Approvals by County Public Art Committee, Arts Commission, and Board of Supervisors
- Nov 2017 - Artists under contract as per regular procedure for County public art projects
- Dec 2017 - Submission of proposal to Caltrans (Caltrans review may take up to 6 months)
- Mid 2018 - On-site preparation, coordination, and painting
- Fall 2018 - Estimated completion of project

Map of Locations:



1. Castro Valley Site

Location: Both sides of the I-580 Freeway Overpass at Redwood Road

Requirements: The Community Identifier will feature the words "Castro Valley". The same design will be used on both sides of the overpass.

Approximate Dimensions: 7' 3" (h) x 163' (w) per side

Approximate Square Footage: 1,180 per side (2,360 total)

Artist's Contract: Not to exceed \$50,000



Castro Valley Site: The orange stripe indicates the area where Caltrans will allow painting. Caltrans' new requirements do not allow painting of other areas of the overpass (this includes the area above orange stripe). The image above shows one side of the overpass; both sides of the overpass will be painted as part of this project. The other side of the overpass is similar in scale and appearance.

2. San Lorenzo Site

Location: Both sides of the I-880 Highway Overpass at Hesperian Boulevard

Requirements: The Community Identifier will feature the words "San Lorenzo". The same design will be used on both sides of the overpass.

Approximate Dimensions: 2' 2" (h) x 154' (w) per side

Approximate Square Footage: 330 per side (660 total)

Artist's Contract: Not to exceed \$30,000



San Lorenzo Site: The orange stripe indicates the area where Caltrans will allow painting. Caltrans' new requirements do not allow painting of other areas of the overpass (this includes the area above orange stripe). The image above shows one side of the overpass; both sides of the overpass will be painted as part of this project. The other side of the overpass is similar in scale and appearance.

3. Ashland/Cherryland Site

Location: Both sides of the I-238 Highway Overpass at Mission Blvd / E. 14th Street

Requirements: The Community Identifier in Ashland/Cherryland will read “Ashland” when approaching the Ashland community and “Cherryland” when approaching the Cherryland community. The imagery will be different on the two sides of the overpass but should relate stylistically.

Approximate Dimensions: 4' 11" (h) x 234' (w) per side

Approximate Square Footage: 1,150 per side (2,300 total)

Artist's Contract: Not to exceed \$55,000



Ashland/Cherryland Site: *The orange stripe indicates the area where Caltrans will allow painting. Caltrans' new requirements do not allow painting of other areas of the overpass (this includes the area above orange stripe). The image above shows one side of the overpass; both sides of the overpass will be painted as part of this project. The other side of the overpass is similar in scale and appearance.*

For More Information

Contact the Arts Commission's staff: Rosa Valdez, Program Coordinator

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