



Alameda County Arts Commission
1401 Lakeside Dr., Suite 603
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(510) 208-9646
www.acgov.org/arts

Meeting Date: March 10, 2020
To: Eden Area Municipal Advisory Council
Staff Report From: Rachel Osajima, Director, Alameda County Arts Commission
Action Item: East 14th St. Corridor Improvement Project, Recommended Artist Miriam Klein Stahl and Design Proposal
Recommendation: Arts Commission Staff recommends that the Council review, discuss, take public testimony, and endorse the Artist Selection Committee's selection of Miriam Klein Stahl for the E. 14th St. public art project to the Board of Supervisors.

SUMMARY

The Artist Selection Committee for the East 14th St. Corridor Improvement Project met on February 7, 2020 and recommends Miriam Klein Stahl (Berkeley) receive a design-only contract for the project. Stahl will create a series of designs for the following street elements. The designs will be related in style and imagery to provide visual cohesiveness throughout the project site. The first 3 items are permanent elements.

1. A series of designs that will laser cut into stainless steel and set flush with the tops of seating that was specified by the landscape architect. The seating is made of glass fiber reinforced concrete. There are a total of 77 seats of this type throughout the site, most placed in small groupings. It is expected that 53 of the 77 seats will have art; some of the designs will repeat.
2. A series of designs will be laser cut into 4 ft. tall by 6 ft. wide steel panels and installed in the street medians. The artist will create a minimum of 9 unique designs. There are a total of 17 cut metal art panels; some designs may repeat. The art panels will be powder coated a solid color. A range of colors may be selected.
3. A single design for a steel infill panel that will be part of the pedestrian barrier which occurs along the sidewalk in certain areas of the site to prohibit pedestrian access and ensure public safety. The single design will repeat on every panel throughout the length of the pedestrian barrier. The intention is for a design which creates a repetitious pattern from panel to panel. There is approximately 220 linear feet of pedestrian barrier throughout the site in sections ranging from 5 to 70 linear feet.
4. A series of designs for temporary Street Enhancement Projects such as vinyl wraps for County-controlled traffic signal utility boxes and vinyl street banners attached to light posts and/or other temporary works along the East 14th St. corridor. These projects are temporary and will have an anticipated life expectancy of approximately three years with the option for re-printing and re-installation.

The Artist Selection Committee members for this project are:

- Nico Berry, Artist
- Stella Chiu, Community Representative
- Celeste Johnson, Community Representative
- Saleen Moreno, Community Representative
- Erik Sakamoto, Director, REACH Ashland Youth Center
- Barisha Spriggs, Community Representative
- Sharon Bohoman, Community Representative

For the first 3 art elements listed above, the designs will be supplied as digital files to the general contractor hired by the Alameda County Public Works Agency for the overall corridor improvement project. The general contractor will be responsible for the fabrication and installation of the artwork. The vinyl wraps for the utility boxes and street banners will be printed and installed by a local vendor on the County's prequalified list. The Arts Commission manages the County's Utility Box Art Program with funding from the Public Works Agency. The Arts Commission chose to use vinyl wraps for the art designs because they allow for more efficient installations on the utility boxes which are often located along busy roadways. The vinyl surface also helps to ensure easy graffiti removal and replacement of the wraps when needed. The vinyl wraps for the utility boxes and street banners will be printed and installed by a local vendor on the County's approved list. The Public Works Agency will provide maintenance and graffiti abatement for all aspects of the project.

The artist's proposal is included in this report. These designs are preliminary and are meant to convey the artistic direction of the artwork. Stahl will undergo a design development phase as part of her contract during which time she will refine the designs in her proposal, create new additional designs, and address any technical considerations to make the designs fabrication-ready.

The overall theme of the artwork is "keep close to nature". The artwork invokes the beauty of the natural world, resilience, and a sustainable future for communities. The imagery explores how all the living things in the neighborhood live in harmony and how we are interdependent. Stahl will develop her designs through research and visits to community sites such as REACH. She will create the designs as paper cuts which will then be turned into digital files for use by the fabricator who will laser cut the designs into the metal.

Community involvement and engagement is at the core of this project. Community members were involved in the project throughout the last year by contributing to a community survey about Ashland, participating in a community roundtable and community meetings, providing comments about the artists' proposal designs, and serving on the artist selection committee. This project has been widely promoted through announcements to community groups, postings on social media sites, and an informational display at the San Lorenzo Library.

Stahl's contract is for the design of the public artwork. The total contract amount is projected to be \$38,500. The final amount will be determined by the Arts Commission Staff based on the agreed upon scope of work and will be reviewed and approved by the Members of the Alameda County Arts Commission who will make a recommendation to the Board of Supervisors. \$25,000 is budgeted for the artist to create approximately 25 designs that will be cut in metal for the different elements described above. \$10,000 is budgeted for the artist to create designs for the street enhancements. Approximately 15 designs will be created for the utility boxes and street banners; the artist will be paid \$500-\$1,000 per design. The artist's contract will also include a 10% contingency.

The Artist Selection Committee's recommendation to select Miriam Klein Stahl for the East 14th St. public art project will be presented to the Alameda County Public Art Advisory Committee on February 27, 2020 and to the Members of the Alameda County Arts Commission on March 11, 2020 for their approval. The artist's contract will be presented to the Alameda County Board of Supervisors for approval in April or May 2020. It is anticipated that the artist will be under contract for approximately 2-3 years until the completion of the corridor improvement project.

BACKGROUND

Alameda County Public Works Agency has undertaken a corridor improvement project along East 14th Street/Mission Boulevard in the unincorporated community of Ashland. The project is happening in phases and this is Phase II of the project. Phase II extends from 162nd Avenue to the vicinity of I-238 (near 172nd Street). The project will be funded by Gas Tax funds and the estimated construction cost is \$15 million. The intent of the corridor improvement project is to make the street safer for people walking, biking, and driving, to revitalize and beautify the corridor, and increase community pride. Project features include roadway repaving, utility undergrounding, improved sidewalks, enhanced crosswalks and new bike lanes, and the installation of storm water treatment systems. Additionally, this project includes specific streetscape enhancements such as street trees, decorative street furnishings and bike racks. The civil engineer is Bellecci & Associates and the landscape architect is Placeworks. Public Works Agency is providing a public art fund of \$150,000. The Public Art Program Plan was approved by the PAAC on April 26, 2018 and by the Members of the Arts Commission on May 9, 2018.

The approved Public Art Program Plan involves hiring one artist to create designs for the items listed in the summary of this report.

SELECTION PROCESS

The Arts Commission used its Artist Registry for this project. The Artist Registry is a prequalified list of artists who are considered for multiple projects with the Arts Commission. The Registry includes more than 280 artists from 14 counties of the greater Bay Area (Alameda, Contra Costa, Marin, Napa, Sacramento, Santa Clara, Santa Cruz, San Francisco, San Joaquin, San Mateo, Solano, Sonoma, Stanislaus, and Yolo).

A Project Pool of 41 artists was selected from the Registry for the project. The Project Pool was approved by the Public Art Advisory on June 27, 2019 and by the Members of the Arts Commission on July 10, 2019. Thirty-four of the 41 artists expressed their interest in being considered for the project and confirmed their eligibility. The artists had the opportunity to submit new images for consideration. The Artist Selection Committee met on September 13, 2019 to review the qualifications and past work of the artists in the Project Pool. The Artist Selection Committee selected 6 artists as semi-finalists and 2 alternates.

The Selection Committee's recommendation of the semi-finalists was approved by the Public Art Advisory Committee on September 26, 2019 and by the Members of the Arts Commission on October 9, 2019. The semi-finalists were paid a \$1,500 honorarium to a) attend a Technical Orientation Meeting with the Arts Commission Staff to learn more about the project, b) attend a Community Roundtable, c) create an artwork proposal with visual and written information about the proposed artwork; and d) present their proposal to and be interviewed by the Artist Selection Committee.

On October 17, 2019 a Community Roundtable was held at the Ashland Community Center. Twelve community members, including 6 youth from REACH, attended. Spanish translation was provided and used during the meeting. During the Roundtable, community members shared thoughts about Ashland and their hopes for how the artwork will make them feel. When developing their proposals, the semi-finalists considered this information and the information gathered through the online community survey that asked similar questions.

The five proposals were available for public comment both online and at the San Lorenzo Library from December 19, 2019 – January 30, 2020. The Arts Commission Staff also took the proposals to REACH

Ashland Youth Center, made a presentation, and collected feedback from youth and REACH Staff on January 30, 2020. Ninety-one community members submitted comments. All of the comments were shared with the Artist Selection Committee and the Committee was asked to consider the comments when making a recommendation of which artist to select for the project.

The Artist Selection Committee reconvened on February 7, 2020 to review the proposals and interview the semi-finalists. At that meeting, the Committee recommended that Miriam Klein Stahl receive the design-only contract for the project.

The Artist Selection Committee members for this project are listed in the summary section of this report.

The following selection criteria was used during all phases of review:

1. Artistic excellence and originality in design and idea as evidenced by digital representation of past work.
2. Appropriateness of artist's style, medium, and experience as they relate to the project goals and conditions.
3. Ability to respond creatively and uniquely to the physical, environmental, and community-related conditions inherent to the project.
4. Demonstrated ability to work productively and collaboratively with project team.

NEXT STEPS

The Artist Selection Committee's recommendation to select Miriam Klein Stahl for the East 14th St. public art project will be presented to the Alameda County Public Art Advisory Committee on February 27, 2020 and to the Members of the Alameda County Arts Commission on March 11, 2020 for their approval. The artist's contract will be presented to the Alameda County Board of Supervisors for approval in April or May 2020. It is anticipated the artist will be under contract for approximately 2-3 years until the completion of the corridor improvement project.

Once under contract, the artist will undergo a design development phase as part of her contract during which time she will refine the designs in her proposal, create new additional designs, and address any technical considerations to make the designs fabrication-ready. Updates will be given to the Eden Area MAC.

The activities related to the public art program will coincide with the schedule for the overall construction project.

ABOUT THE ALAMEDA COUNTY ARTS COMMISSION & THE COUNTY'S PUBLIC ART ORDINANCE

The Arts Commission was established in 1965 by the Alameda County Board of Supervisors. The Members of the Arts Commission govern the services of the Commission and act in an advisory capacity to the Board of Supervisors concerning the arts and the cultural environment in the County. The Arts Commission is comprised of fifteen community members appointed by the Board of Supervisors, and seven ex-officio members representing County Departments and leading educational and cultural institutions. The Arts Commission's programs are managed by a staff of four full-time County employees. Rachel Osajima is the Director. Amy Stimmel and Rosa Valdez are Public Art Program Coordinators.

The Alameda County Arts Commission is dedicated to improving the quality of life in Alameda County by nurturing a thriving environment for the arts; promoting economic opportunities for Alameda County's artists and arts organizations through services such as arts funding, public art, and arts education;

encouraging public participation in the arts and actively advocating for the arts. The Arts Commission supports all art forms including visual, performing, literary, traditional, and media arts. All of the Arts Commission's services are based on the belief that the arts and creativity are an essential part of every successful and thriving community.

The Alameda County Board of Supervisors established Alameda County's "Percent for Art" ordinance in 1994. The Public Art Program provides for public art elements connected to capital improvement projects undertaken by the County. By ordinance, the Arts Commission Staff are responsible for the management and administration of the Public Art Program. All aspects of the program are conducted in-house by the Arts Commission Staff. The goals of the Public Art Program are to generate positive, uplifting art experiences that create a sense of place, foster involvement with and respect for the regional community and users of the buildings, and promote the economic vitality of the County. For each site, unique artworks are created by professional artists and are integrated into the design of the structure or landscaping. Artwork is purchased or commissioned through an open, competitive process. The Public Art Program is administered with guidance from the Public Art Advisory Committee, a body of nine appointed community members.

Attachment: Miriam Klein Stahl, Public Art Proposal for East 14th St.

Alameda County Arts Commission

2/26/20

Public Art Program: East 14th Street Corridor Improvement Project in Ashland

Recommended Artist : Miriam Klein Stahl

Public Art Project Title: Keep Close to Nature

Description: The selected designs will be made into cut metal art panels placed along the street medians. Designs will also be made into cut metal inserts on the tops of seats placed along the sidewalks. Related designs will be used for street banners and utility boxes.

The artwork invokes beauty, resilience and a sustainable future for communities. The themes for the artwork explore living in harmony with all the living things in the neighborhood and how we are interdependent.

Theme 1: Animals as Pollinators in an interdependent cycle of life



Illustration of outdoor seat to be placed on sidewalks.



2 designs for Cut Metal Art Panels placed on Street Medians.



3 designs for Cut Metal Art on tops of seats.



Utility Box

Alameda County Arts Commission

2/26/20

Public Art Program: East 14th Street Corridor Improvement Project in Ashland

Recommended Artist : Miriam Klein Stahl

Public Art Project Title: Keep Close to Nature

Description: The selected designs will be made into cut metal art panels placed along the street medians. Designs will also be made into cut metal inserts on the tops of seats placed along the sidewalks. Related designs will be used for street banners and utility boxes.

The artwork invokes beauty, resilience and a sustainable future for communities. The themes for the artwork explore living in harmony with all the living things in the neighborhood and how we are interdependent.

Theme 2: Plants as food and medicine



Illustration of outdoor seat to be placed on sidewalks.



2 designs for Cut Metal Art Panels placed on Street Medians.



3 designs for Cut Metal Art on tops of seats.



Utility Box

Alameda County Arts Commission

2/26/20

Public Art Program: East 14th Street Corridor Improvement Project in Ashland

Recommended Artist : Miriam Klein Stahl

Public Art Project Title: Keep Close to Nature

Description: The selected designs will be made into cut metal art panels placed along the street medians. Designs will also be made into cut metal inserts on the tops of seats placed along the sidewalks. Related designs will be used for street banners and utility boxes.

The artwork invokes beauty, resilience and a sustainable future for communities. The themes for the artwork explore living in harmony with all the living things in the neighborhood and how we are interdependent.

Theme 3: Additional preliminary design ideas





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Meeting Date: March 10, 2020
To: Eden Area Municipal Advisory Council
Staff Report From: Rachel Osajima, Director, Alameda County Arts Commission
Action Item: Hesperian Blvd. Corridor Improvement Project, Recommended Artist Vanessa Marsh and Design Proposal
Recommendation: Arts Commission Staff recommends that the Council review, discuss, take public testimony, and endorse the Artist Selection Committee's selection of Vanessa Marsh for the Hesperian Blvd. public art project to the Board of Supervisors.

SUMMARY

The Artist Selection Committee for the Hesperian Boulevard Corridor Improvement Project met on February 4, 2020 and recommends Vanessa Marsh (Oakland) receive a design-only contract for the project. Marsh will create:

1. A series of designs that will be made into stencils and sandblasted into the concrete sidewalks at seven large locations along Hesperian Blvd. The sandblasted designs will be an integrated part of the concrete and will last the life expectancy of the sidewalk.
2. A series of designs for temporary Street Enhancement Projects such as vinyl wraps for County-controlled traffic signal utility boxes and vinyl street banners attached to light posts and/or other temporary works along the downtown commercial corridor of Hesperian Boulevard. The designs will be related in style and imagery to the stencil-sandblasted concrete to provide visual cohesiveness. These projects are temporary and will have an anticipated life expectancy of approximately three years with the option for re-printing and re-installation.

The Artist Selection Committee members for this project are:

- Christine Dowell, Community Representative
- Jordan Espinoza, Community Representative
- Norman Fobert, Community Representative
- Susan Olsen, Community Representative
- Kathie Ready, Community Representative
- Marcus Tikotsky, Artist and Community Representative (September meeting only)
- Diane Wydler, Community Representative
- Danielle Wilson, Library Manager, San Lorenzo Library

The stencil designs for the sandblasting will be supplied to the general contractor hired by the Alameda County Public Works Agency for the overall corridor improvement project. The sandblasting will be done by the general contractor or by their subcontractor as part of the overall construction project and will comply with all safety and ADA requirements. The Arts Commission manages the County's Utility Box Art Program with funding from the Public Works Agency. The Arts Commission chose to use vinyl wraps for the art designs because they allow for more efficient installations on the utility boxes which are often located along busy roadways. The vinyl surface also helps to ensure easy graffiti removal and replacement of the wraps when needed. The vinyl wraps for the utility boxes and street banners will be printed and installed by a local vendor on the County's approved list. The Public Works Agency will provide maintenance and graffiti abatement for all aspects of the project.

The artist's proposal is included in this report. These designs are preliminary and are meant to convey the artistic direction of the artwork. Marsh will undergo a design development phase as part of her contract during which time she will refine the designs in her proposal, create new additional designs, and address any technical considerations to make the designs fabrication-ready.

The overall theme of the artwork is "the sky above and below" and connects the inherent natural beauty of the area to the commercial corridor along Hesperian Blvd. Marsh's designs will be based on photographs she takes of San Lorenzo's trees, plants and birds. She will create drawings from her photographs and then digital files will be created that will be used by the stencil fabricator to make the stencils. The stencils are then used to sandblast the designs into the concrete.

Community involvement and engagement is at the core of this project. Community members were involved in the project throughout the last year by contributing to a community survey about San Lorenzo, participating in a community roundtable and community meetings, providing comments about the artists' proposal designs, and serving on the artist selection committee. This project has been widely promoted through announcements to community groups, postings on social media sites, and an informational display at the San Lorenzo Library.

Marsh's contract is for the design of the public artwork. The total contract amount is projected to be \$33,000. The final amount will be determined by the Arts Commission Staff based on the agreed upon scope of work and will be reviewed and approved by the Members of the Alameda County Arts Commission who will make a recommendation to the Board of Supervisors. \$20,000 is budgeted for the artist to create 7 large-scale complex designs for the stencil-sandblasted concrete each covering approximately 750 square feet. \$10,000 is budgeted for the artist to create designs for the street enhancements. Approximately 15 designs will be created for the utility boxes and street banners; the artist will be paid \$500-\$1,000 per design. The artist's contract will also include a 10% contingency

The Artist Selection Committee's recommendation to select Vanessa Marsh for the Hesperian Blvd. public art project will be presented to the Alameda County Public Art Advisory Committee on February 27, 2020 and to the Members of the Alameda County Arts Commission on March 11, 2020 for their approval. The artist's contract will be presented to the Alameda County Board of Supervisors for approval in April or May 2020 (date to be determined). It is anticipated that the artist will be under contract for approximately 2-3 years until the completion of the corridor improvement project.

BACKGROUND

Alameda County Public Works Agency (PWA) is undertaking a corridor improvement project along Hesperian Boulevard between the I-880 overpass and A Street in the heart of the unincorporated community of San Lorenzo. The intent of the corridor improvement project is to make the street safer for people walking, biking, and driving, to revitalize and beautify the corridor, and increase community pride. The project is funded by local road funds, Recognized Obligation Payment Schedule funds, Measure B-BB, and Rule 20A fund. The estimated construction cost is \$29 million. The project features include widened sidewalks and medians for improved pedestrian safety with aesthetic elements and landscaping opportunities, Class II buffered bicycle lanes with green pavement treatments, community gateway features, high-visibility crosswalk treatments, fiberoptic conduit, roadway and pedestrian lighting, pavement rehabilitation, transit priority system, adaptive traffic signal control technology, and bicycle friendly bus stop improvements. The landscape architect is WRT. The Alameda County Arts Commission is partnering with PWA, the County's Economic and Civic Development Department, and

WRT to incorporate public artwork into the project. PWA is providing a public art fund of \$150,000. An additional \$135,000 in funds related to this project were previously allocated to the San Lorenzo Community Identifier Project. The Public Art Program Plan was approved by the PAAC on June 27, 2019 and by the Members of the Arts Commission on July 10, 2019.

The approved Public Art Program Plan for the Hesperian Blvd Corridor Improvement Project includes 3 public art projects:

- 1) Decorative Stencil-Sandblasted Concrete & Designs for Temporary Street Enhancements: One artist will be commissioned to create unique complex designs that will be sandblasted into the concrete sidewalks along Hesperian Boulevard. The artist's designs will be translated into adhesive-backed rubber stencils for use by the sandblaster. Seven locations will be identified for sandblasting. The same artist will be commissioned to create unique designs for temporary Street Enhancement Projects such as vinyl wraps for County-controlled traffic signal utility boxes and vinyl street banners attached to light posts and/or other temporary works along the downtown commercial corridor of Hesperian Boulevard. This report focuses on the selection process and recommended artist for this art opportunity.
- 2) Temporary printed mural on the Lorenzo Theater: Artist John Wehrle will create a painting (size tbd) that will be digitally reproduced as a supergraphic and installed on the Hesperian Blvd-facing wall of the Lorenzo Theatre. The original painting will become part of the County's art collection. The mural will be on view for at least one year.
- 3) Temporary Projects in the Commercial Corridor: Public art funds are reserved for additional temporary public art projects along Hesperian Blvd to help enliven the commercial corridor. The Arts Commission Staff will work with the Public Art Advisory Committee and the County's Economic and Civic Development Department to develop this program. A separate artist selection process will be conducted. The intention is to provide opportunities to more artists. A plan will be presented to the Public Art Advisory Committee and Members of the Arts Commission for review and approval. Updates about this plan will be provided to the Eden Area MAC.

SELECTION PROCESS

The Arts Commission used its Artist Registry for this project. The Artist Registry is a prequalified list of artists who are considered for multiple projects with the Arts Commission. The Registry includes more than 280 artists from 14 counties of the greater Bay Area (Alameda, Contra Costa, Marin, Napa, Sacramento, Santa Clara, Santa Cruz, San Francisco, San Joaquin, San Mateo, Solano, Sonoma, Stanislaus, and Yolo).

A Project Pool of 41 artists was selected from the Registry for the project. The Project Pool was approved by the Public Art Advisory on June 27, 2019 and by the Members of the Arts Commission on July 10, 2019. Thirty-four of the 41 artists expressed their interest in being considered for the project and confirmed their eligibility. The artists had the opportunity to submit new images for consideration. The Artist Selection Committee met on September 17, 2019 to review the qualifications and past work of the artists in the Project Pool. The Artist Selection Committee selected 6 artists as semi-finalists and 2 alternates.

The Selection Committee's recommendation of the semi-finalists was approved by the Public Art Advisory Committee on September 26, 2019 and by the Members of the Arts Commission on October 9, 2019. The semi-finalists were paid a \$1,500 honorarium to a) attend a Technical Orientation Meeting with the Arts Commission Staff to learn more about the project, b) attend a Community Roundtable, c)

create an artwork proposal with visual and written information about the proposed artwork; and d) present their proposal to and be interviewed by the Artist Selection Committee.

On October 16, 2019, a Community Roundtable was held at the San Lorenzo Library. Ten community members attended. During the Roundtable, community members shared thoughts about San Lorenzo and their hopes for how the artwork will make them feel. When developing their proposals, the semi-finalists considered this information and the information gathered through the online community survey that asked similar questions.

The six proposals were available for public comment both online and at the San Lorenzo Library from December 19, 2019 – January 30, 2020. Seventy-one community members submitted comments. All of the comments were shared with the Artist Selection Committee and the Committee was asked to consider the comments when making a recommendation of which artist to select for the project.

The Artist Selection Committee reconvened on February 4, 2020 to review the proposals and interview the semi-finalists. At that meeting, the Committee recommended that Vanessa Marsh receive the design-only contract for the project.

The Artist Selection Committee members for this project are listed in the summary section of this report.

The following selection criteria was used during all phases of review:

1. Artistic excellence and originality in design and idea as evidenced by digital representation of past work.
2. Appropriateness of artist's style, medium, and experience as they relate to the project goals and conditions.
3. Ability to respond creatively and uniquely to the physical, environmental, and community-related conditions inherent to the project.
4. Demonstrated ability to work productively and collaboratively with project team.

NEXT STEPS

The Artist Selection Committee's recommendation to select Vanessa Marsh for the Hesperian Blvd. public art project will be presented to the Alameda County Public Art Advisory Committee on February 27, 2020 and to the Members of the Alameda County Arts Commission on March 11, 2020 for their approval. The artist's contract will be presented to the Alameda County Board of Supervisors for approval in April or May 2020 (date to be determined). It is anticipated the artist will be under contract for approximately 2-3 years until the completion of the corridor improvement project.

Once under contract, the artist will undergo a design development phase as part of her contract during which time she will refine the designs in her proposal, create new additional designs, and address any technical considerations to make the designs fabrication-ready. Updates will be given to the Eden Area MAC.

The activities related to the public art program will coincide with the schedule for the overall construction project managed by the Alameda County Public Works Agency.

ABOUT THE ALAMEDA COUNTY ARTS COMMISSION & THE COUNTY'S PUBLIC ART ORDINANCE

The Arts Commission was established in 1965 by the Alameda County Board of Supervisors. The Members of the Arts Commission govern the services of the Commission and act in an advisory capacity to the Board of Supervisors concerning the arts and the cultural environment in the County. The Arts Commission is comprised of fifteen community members appointed by the Board of Supervisors, and seven ex-officio members representing County Departments and leading educational and cultural institutions. The Arts Commission's programs are managed by a staff of four full-time County employees. Rachel Osajima is the Director. Amy Stimmel and Rosa Valdez are Public Art Program Coordinators.

The Alameda County Arts Commission is dedicated to improving the quality of life in Alameda County by nurturing a thriving environment for the arts; promoting economic opportunities for Alameda County's artists and arts organizations through services such as arts funding, public art, and arts education; encouraging public participation in the arts and actively advocating for the arts. The Arts Commission supports all art forms including visual, performing, literary, traditional, and media arts. All of the Arts Commission's services are based on the belief that the arts and creativity are an essential part of every successful and thriving community.

The Alameda County Board of Supervisors established Alameda County's "Percent for Art" ordinance in 1994. The Public Art Program provides for public art elements connected to capital improvement projects undertaken by the County. By ordinance, the Arts Commission Staff are responsible for the management and administration of the Public Art Program. All aspects of the program are conducted in-house by the Arts Commission Staff. The goals of the Public Art Program are to generate positive, uplifting art experiences that create a sense of place, foster involvement with and respect for the regional community and users of the buildings, and promote the economic vitality of the County. For each site, unique artworks are created by professional artists and are integrated into the design of the structure or landscaping. Artwork is purchased or commissioned through an open, competitive process. The Public Art Program is administered with guidance from the Public Art Advisory Committee, a body of nine appointed community members.

Attachment: Vanessa Marsh, Public Art Proposal for Hesperian Blvd.

Alameda County Arts Commission

2/26/20

Public Art Program: Hesperian Blvd Improvement Project in San Lorenzo

Artist Name: Vanessa Marsh

Public Art Project Title: The Sky Above and Below

Description: Selected designs will be sandblasted into the concrete at the plaza at Paseo Grande and on sidewalk areas along Hesperian Blvd. Related designs will be used for street banners and utility boxes.

The artwork will bring the inherent natural beauty of the area into the more urban area of redevelopment by creating a view of the sky through native trees, bushes and birds of San Lorenzo. The artist will take photographs of local trees and birds to be integrated into the artwork designs.

Theme 1 - Plaza Area: Douglas firs with Gulls



Overhead view of sandblasted design in concrete for the plaza area.



Design for concrete plaza.



Details of design.



Utility box



Banner



Additional utility box

Alameda County Arts Commission

2/26/20

Public Art Program: Hesperian Blvd Improvement Project in San Lorenzo

Artist Name: Vanessa Marsh

Public Art Project Title: The Sky Above and Below

Description: Selected designs will be sandblasted into the concrete at the plaza at Paseo Grande and on sidewalk areas along Hesperian Blvd. Related designs will be used for street banners and utility boxes.

The artwork will bring the inherent natural beauty of the area into the more urban area of redevelopment by creating a view of the sky through native trees, bushes and birds of San Lorenzo. The artist will take photographs of local trees and birds to be integrated into the artwork designs.

Theme 2 - Sidewalk Area: Madrone and Mallard Ducks



Overhead view of sandblasted design in concrete for the Sidewalk area.



Design for concrete plaza.



Details of design.



Utility box



Banner



Additional utility box