

COMMUNITY IDENTIFIER MURAL PROJECT

PROJECT OVERVIEW- June, 29, 2016

Presented by Rachel Osajima, Director, Alameda County Arts Commission

INTRODUCTION

The Community Identifier Mural Project concept has developed through community support. Castro Valley community member Linda Willis began promoting the idea in early 2015. The main concept is to paint signs on the fronts of freeway overpasses to feature the name of the community along with other design elements. The overall goals are to create community gateway markers and to help support a positive and welcoming environment.

The Alameda County Arts Commission staff will manage the project using the same approach of extensive community outreach and engagement, an open-competitive selection process, and multi-step reviews and approvals. This process was used in recent unincorporated area public art projects: Cherryland Fire Station and Community Center, San Lorenzo Library, Castro Valley Streetscape Improvement, and Castro Valley Library.

The overpasses are under the management of the State Department of Transportation. Caltrans allows murals as part of their Community Art and Community Identification Program. A proposal must be submitted to and approved by Caltrans. Plans are contingent on Caltrans approval.

PROPOSED LOCATIONS

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

Note: Caltrans has reported the 3rd location may not be approved due to sound wall on overpass.

MAIN PROJECT ELEMENTS

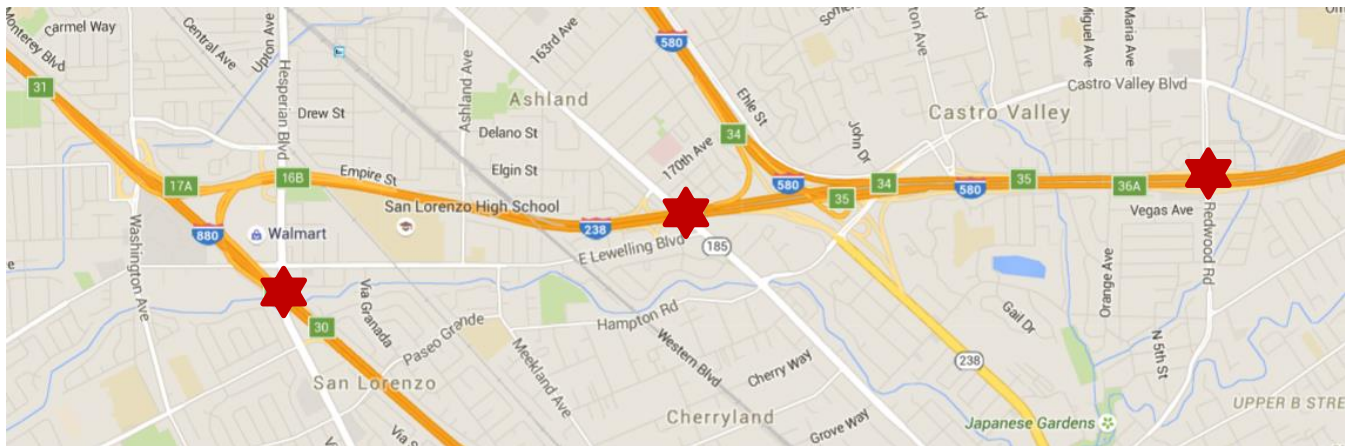
- Community outreach, awareness and involvement are key aspects to help ensure a successful project. Community members will be encouraged to provide comments about the proposals and to serve on the artist and artwork selection committee.
- Each Community Identifier Mural will feature words such as “Castro Valley” or “San Lorenzo” and other design elements to be painted on both sides of the overpasses.
- Community Identifier Mural may have the same image on both sides of the overpass, dependent on location. Main areas with images 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.
- Approval by Caltrans of plan and mural design is required for each site.
- It is estimated that the project will take at least 18 months. It is anticipated that the project coordination for the 3 project sites will run concurrently at the beginning of the timeline with combined elements such as community outreach and call to artists. Individual schedules for each of the 3 sites may vary at the middle and end of the project due to a number of factors such as the Caltrans approval process, contracting and scheduling the artists and other sub-contractors, and other coordination and site-specific issues.
- Arts Commission will issue and manage the artists’ contracts as per regular procedure for County Public Art Projects.

- Expected lifespan of each mural is 10 years. At the 10 year point, the County would conduct an evaluation of appropriate next steps which may include painting over and removal of the mural.

MAIN PROJECT STEPS

- Authorization and funding in place
- Arts Commission staff to complete detailed project plan, timeline, artist’s contract scope of work
- Call for artists conducted
- Community outreach and engagement for artist and artwork selection process
- Approvals by appropriate committees and Alameda County Board of Supervisors
- Submission of proposal plans and designs to Caltrans (may take up to 6 months)
- Contracts as per regular procedure for County public art projects
- Design development and final design approvals
- On-site preparation, coordination, and painting of mural

MAP OF PROPOSED LOCATIONS



LOCATION OF MURAL ON OVERPASS FRONT SURFACE

This is an example of one of the three possible sites.

580 Freeway Overpass at Redwood Road in Castro Valley



EXAMPLES OF OTHER PROJECTS IN BAY AREA



DRAFT BUDGET

Estimated Cost of One Site	\$135,000
Traffic Control Budget Per Site	
PWA to Manage- Traffic Control; Fees and Permits (confirmation needed)	\$45,000
Arts Commission's Overall Budget	\$90,000
Breakdown	
Administration (20% of total art budget)*	\$18,000
Maintenance / Curatorial (10% of total art budget)**	\$9,000
Semi-finalists' proposal fee (5 proposals at \$1000 each)	\$5,000
Artist's Contract (design, fabrication and related costs) Detailed Below	\$50,000
ACAC Contingency (approx. 9%)	\$8,000
Artist's Contract - Breakdown	\$50,000
Artist's fee (design, project management, travel, etc.) (15%)	\$7,500
Materials - Primer, Paint and 2 Top Coats of Anti-Graffiti	\$10,000
Fabrication (Painting on site for one month)	\$16,000
Preparation of site, cleaning equipment and other related costs	\$4,500
Lift, scaffolding, insurance	\$7,000
Contingency	\$5,000

Notes: * Arts Commission Administration funds will pay for staff time and other related operating costs such as printing, display boards, other project materials. **Arts Commission Maintenance will include fixing minor issues. Maintenance funds would not allow for a re-printing of the mural. Expected life span is 10 years.

POTENTIAL FUNDING SOURCES

Provided by Eileen Dalton, Deputy Director, Community Development Agency, Economic and Civic Development

Castro Valley, 580 Highway Overpass @ Redwood Road	
Budget	\$135,000
Funding Source: Castro Valley Shared Parking Public Art	\$60,000
Shortfall	\$75,000

San Lorenzo, 880 Highway Overpass @ Hesperian Boulevard	
Budget	\$135,000
Potential Funding Source: Hesperian Streetscape Public Art	\$135,000
Potential Shortfall	\$0

Ashland/Cherryland, 238 Highway Overpass @ Mission Blvd	
Budget	\$135,000
Potential Funding Source: E. 14 th /Mission Streetscape Ph. II & III Public Art	\$135,000
Potential Shortfall	\$0

ABOUT THE ALAMEDA COUNTY ARTS COMMISSION

The Alameda County Arts Commission is dedicated to improving the quality of life in Alameda County by nurturing a thriving environment for the arts and for cultural activities; promoting economic opportunities for Alameda County's artists and arts organizations through programs such as arts and cultural 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 such as music, dance, visual arts, literature, theater, film and video, traditional crafts and folk arts, and new media. All of the Arts Commission's programs and services are based on the belief that the arts and creativity are an essential part of every successful and thriving community.

The Arts Commission was established in 1965 by the Alameda County Board of Supervisors. The Arts Commission members 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.

PUBLIC ART PROGRAM

The Alameda County Arts Commission staff administers the County's Public Art Program with guidance from the Alameda County Public Art Advisory Committee, a nine-member community advisory group, appointed by the Members of the Alameda County Arts Commission. The Members of the Alameda County Arts Commission are responsible for the oversight of the Public Art Program's plans, budgets, selection and contracting, and the Commissioners conduct the final review of all artwork designs before placement in in public spaces.

Established in 1994 by Alameda County Board of Supervisors, the Public Art Program ordinance provides for public art elements primarily developed through capital improvement projects undertaken by Alameda County. The program hires practicing professional artists to create new artworks for each public site. Artwork is purchased or commissioned through an open competitive process. The goal of the program is to generate positive, uplifting art experiences that create a sense of place, and involvement with and respect for the regional community.

Each public art project has a unique artist/artwork selection committee appointed by the Public Art Advisory Committee and the Members of the Alameda County Arts Commission. Each committee includes community representatives, artists/art professionals, and County staff representatives. The selection committee reviews the applicants for each project based on the selection criteria published in the call for artists. For standard projects, the selection committee selects semi-finalists for each project site. Committee recommendations are forwarded to the Public Art Advisory Committee and the Members of the Arts Commission for approval. For standard projects, semi-finalists meet with the project team for a technical orientation; attend a meeting with community members to learn about the project setting, community characteristics and overall goals; and create project proposals. The proposals are displayed in public areas to gain public comments. At the second convening of the selection committee, the semi-finalists are interviewed by the committee members. Semi-finalists are asked to present examples of past work and create a project proposal. Public comments about the artists' past work and initial proposals are collected and used by the selection committee to help make a decision about the best artist/art project for the site and the general community. Committee recommendations are forwarded to the Public Art Advisory Committee, then to the Members of the Arts Commission, and finally to the Board of Supervisors. Other appropriate committees are involved in the review process.

ALAMEDA COUNTY ARTS COMMISSION

1401 Lakeside Drive, Suite 603, Oakland, 94612 | 510-208-9646 | www.acgov.org | artscommission@acgov.org