

Community Identifier Projects

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

Overview

The Community Identifier Projects are in Alameda County's unincorporated communities of Ashland/Cherryland, Castro Valley and San Lorenzo. The Community Identifier Projects involve designing and hand-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.

The freeway overpasses identified for the Community Identifier Projects are under the control of the CA State Department of Transportation (Caltrans). Proposals must be submitted to and approved by Caltrans. Completion of all projects is contingent on Caltrans approval.

Locations and Selected Artists

- Ashland/Cherryland - Location: 238 Highway over Mission Blvd / E. 14th St. - Artist: Nico Berry (resides in San Francisco)
- Castro Valley - Location: 580 Highway over Redwood Road - Artist: Robert Minervini (resides in Oakland)
- San Lorenzo - Location: 880 Highway over Hesperian Boulevard - Artist John Wehrle (resides in Richmond)

Each Community Identifier will feature the name of the community along with other design elements. Nico Berry's design celebrates Ashland and Cherryland with vibrant images of leaves from the Oregon Ash tree and blossoms of the Cherry tree. Robert Minervini's design honors Castro Valley through a panoramic landscape that features Lake Chabot and the Bay. John Wehrle's design celebrates San Lorenzo through images of the San Lorenzo Creek including the depiction of water, Sycamore tree leaves, and other natural elements such as a dragonfly, turtle, duck, and butterfly.

Approval Process

Community involvement and engagement has been at the core of this project. Community members have been involved in the project since the inception by contributing to community surveys about their neighborhoods, participating in community roundtables and community meetings, providing comments about the artists' proposal designs, and serving on the artist selection committees. After a year-long multi-phase process involving community members conducted by the Alameda County Arts Commission, the Alameda County Board of Supervisors approved the three Community Identifier proposals in January 2018.

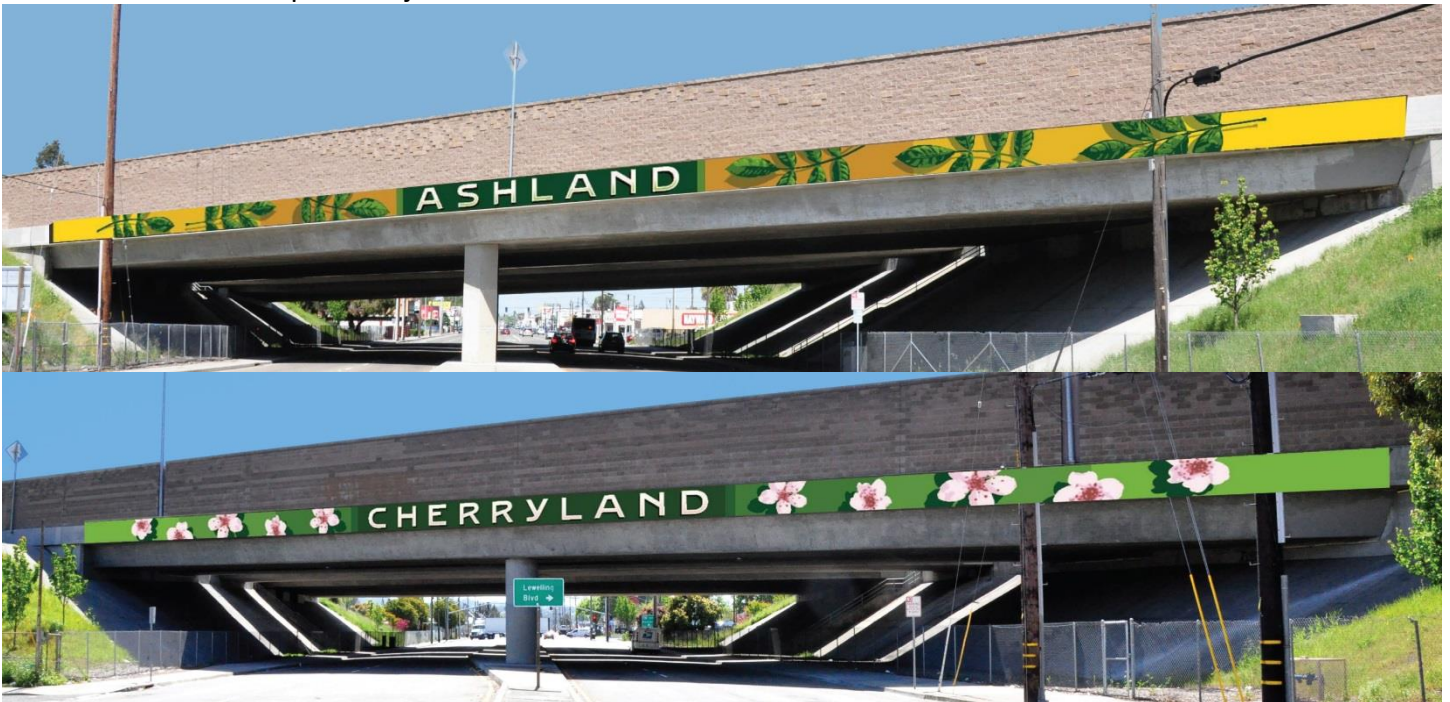
Project Updates

Caltrans Approval Process and Schedule Delay: The Alameda County Board of Supervisors approved the projects in early 2018 and authorized the Arts Commission staff to submit a Community Identifier application to the Caltrans' Transportation Art Committee. Caltrans notified the Arts Commission that the projects have received partial approval. Caltrans and the County of Alameda must finalize the encroachment permits before

the project start dates can be scheduled by the Arts Commission staff. The Arts Commission staff will continue to update the community on the status and start dates for each location.

Adjustment to Painted Areas: During the application review, the Caltrans' Structures, Maintenance and Inspections Department reported that they need to be able to routinely inspect specific areas on the overpasses, as well as during an urgent situation such as after an earthquake. Adjustments to painted areas were required. The final adjustments preserve the designs that were approved by the public, the Artist Selection Committees, Alameda County Public Art Advisory Committee, Castro Valley Municipal Advisory Council, the Members of the Alameda County Arts Commission, and the Alameda County Board of Supervisors.

Ashland/Cherryland: Caltrans approved the Ashland/Cherryland project with the requirement that the design be moved to the portion below the sound wall to allow for routine inspections of the overpass. The Illustration below includes the required adjustments.



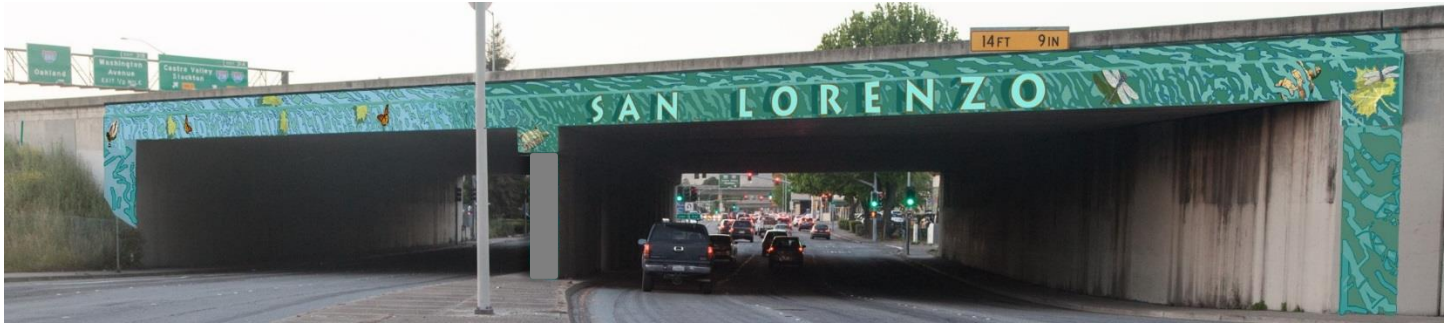
Ashland/Cherryland Community Identifier Final Artwork Design. Artist: Nico Berry

Castro Valley: Caltrans approved the Castro Valley project with the requirement that 20 feet of concrete remain unpainted on each side to enable to routine inspection of the structure. The unpainted areas are primarily above the sloped embankments and retaining walls. The Illustration below includes the required adjustments.



Castro Valley Community Identifier Final Artwork Design. Artist: Robert Minervini

San Lorenzo: Caltrans approved the final San Lorenzo design with the column areas as seen in updated illustration below.



San Lorenzo Community Identifier Final Artwork Design. Artist: John Wehrle

Utility Box Art Program



New utility box artwork designs by artist Nico Berry. Utility boxes are located on Ashland Avenue & Galway Drive and on the corner of Meekland Avenue and Blossom Way.

The Alameda County Arts Commission has launched the Utility Box Art Program in which the three artists selected for the Community Identifier Projects have also created designs for County-controlled utility boxes. The utility box designs are directly related to the Community Identifier designs. The utility box designs will be printed on vinyl wraps and placed on the utility boxes located in the general areas of the Community Identifier sites.

The Alameda County Arts Commission has installed the utility box designs created by artist Nico Berry in Ashland and Cherryland. The designs are related to artist Nico Berry's Ashland/Cherryland Community Identifier design, which celebrates Ashland and Cherryland with vibrant images of leaves from the Oregon Ash tree and blossoms of the Cherry tree. Other installations will take place in 2019.

More Information

For more information, please contact Arts Commission Program Coordinator Rosa Valdez. Address: 1401 Lakeside Drive, Suite 603, Oakland 94612. Phone: 510-208-9646. Email: artscommission@acgov.org. Website: www.acgov.org/arts