

CULTURAL STRATEGIST IN GOVERNMENT

PUBLIC ART WORKSHOP 1

CIVICS

Economic & Workforce Development Department (EWDD) >

Cultural Affairs Division (CAD) >

-Public Art Program (PAP) - commissions, public/private project facilitation

-Cultural Funding Program (CFP) - grants etc

KEY TERMS:

PAAC - Public Art Advisory Committee

CAC- Cultural Affairs Commission

RFQ - Request For Qualifications

RFP - Request For Proposal

OAKLAND PUBLIC ART PROGRAM

1.5% for Art Ordinance for Public Projects

PROGRAM PRINCIPLES:

Enrich City's visual environment, celebrate and enliven our neighborhoods

Integrate creative thinking of artists into the built environment

Provide means for residents and visitors to enjoy and experience the City's cultural diversity

Provide career and economic opportunities for professional artists

CITY FUNDED PUBLIC ART PROJECTS



WHEN DOES THE CITY COMMISSION A PROJECT

-CIP (Capital Improvement Projects)

-When the city builds a new facility (building, library, rec center etc.)

-When the city builds a park

-Remodels existing buildings, parks, transportation or infrastructure

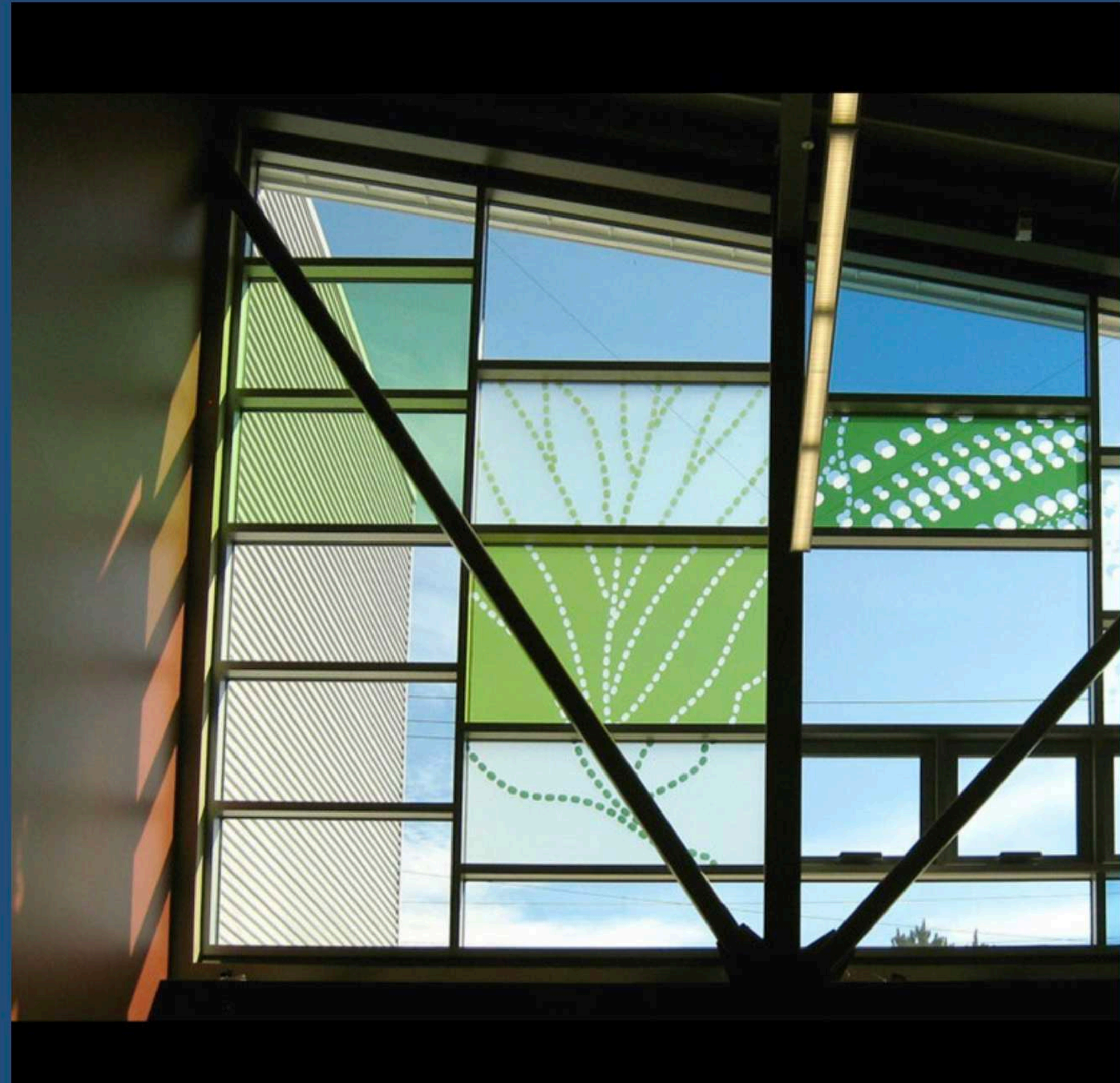
-Where are these opportunities marketed?

City website, social media* cultural affairs, email list (pool)

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



CITY FUNDED CAPITAL IMPROVEMENT PROJECTS (CIP)

ORDINANCE ADOPTED 1989; AMENDED IN 2019

City Council approves CIP program/projects

1.5% of each CIP construction budget for public art

Funded from municipal capital improvements and eligible grants (municipal bonds, state park grants etc.)

Public Art staff administers, Public Art Advisory Committee (PAAC) oversees

Artist enters public art contract with City, Professional Services Agreement

Most projects competitively bid from pre-qualified artists pool

Majority of projects awarded to Oakland artists

Permanent public art project delivery life cycle typical for new construction(3-5 years or more, planning, community engagement, design, fabrication, installation)

CITY ARTIST SELECTION PROCESS

ARTIST REQUEST FOR QUALIFICATIONS (RFQ)- Artist applications are due online at Cafe (callforentry.org) or equivalent online platform. Only online applications will be accepted. This is a Request for Qualifications based on past work

PHASE ONE: SELECTION OF FINALISTS- A panel of artists and art professionals will meet to review all submissions and recommend artists for inclusion in the artist pool for the project. The recommended artists must be approved by the PAAC

PHASE TWO: ARTISTS SELECTED TO INTERVIEW FOR INDIVIDUAL PROJECTS- Community & arts-based panels convened to interview a short list and select artists for the project. Recommended artists must be approved by the PAAC before contracting.

Permanent Murals: Interior

Carmen Flores Recreation Center: Joaquin Alejandro Newman



ARTISTS CONCEIVED PROJECTS

CITY FUNDED, ARTIST CONCEIVED PROJECTS

OAKLAND PUBLIC ART 'OPEN PROPOSALS' PROGRAM, INITIATED EARLY 1990'S

Artist/community proposes site, concept

Commissioned as funds available

City Public Art Program advises, oversees project

Facilitated multiple artist/community-initiated projects, including plaza installations and murals

Temporary projects delivery life cycle 1-2 years, planning, funding, permissions etc.

Released as an open call when funding available, typically every 5 years



Youth UpRising Billboard Murals Project

Artist & Community Initiated Projects Process

Cultural Affairs Division *Economic & Workforce Development*



CITY OF OAKLAND POLICY ON ARTIST & COMMUNITY INITIATED PUBLIC ART PROJECTS

City of Oakland Public Art Program staff and the Public Art Advisory Committee must review and accept all projects within the Oakland city limits that will result in the placement of a work of art on City of Oakland property, as well as all public art projects funded in whole or in part with City funds, before such projects can be executed.

The artist and/or project sponsor will submit a proposal with work plan for review by the Public Art Advisory Committee (PAAC) prior to creation and/or installation of the artwork. The PAAC is a professionally qualified citizen committee appointed by the Mayor and approved by Oakland City Council to oversee the City's public art program and to advise the Mayor, City Council, and City Administrator on public art-related matters.

Review Process

With coordination from Public Art Program staff, the artist and project sponsor (including City staff, if applicable) shall present the project proposal to the PAAC at a scheduled public meeting. The PAAC typically meets on the first Monday of each month. Proposals must be submitted to Public Art staff for review at least two weeks prior to a confirmed meeting.

Please allow sufficient time for the PAAC review process. The PAAC cannot make a judgment on the proposal without all the required documentation. Allow additional time if the proposal requires approval from other departments or review boards for placement on City property prior to PAAC review. Art proposed for placement on Caltrans (State of California Department of Transportation) property requires a separate, additional approval and permitting process.

NOTE: Please consult with Public Art staff prior to finalizing the project budget. Projects requiring City staff facilitation may be subject to a review fee. The fee for projects requiring review by the Public Art Program is \$126.00/hour, or a minimum of \$377.00 per project review, effective 7/1/18. Projects proposed for Caltrans property require additional staff facilitation.

Following review of the proposal, the PAAC will make an advisory judgment regarding form, content, and feasibility of the artwork and will determine whether the proposed project meets technical standards for public art in the city of Oakland. Once the PAAC has made a judgment regarding the proposed project design, no design changes can be made by the artist and/or sponsor without returning for PAAC approval prior to implementation. Please contact staff to schedule a review of your project proposal:

**REQUIRED REVIEWS, PERMISSIONS, PERMITS
CITY FUNDED, ARTIST CONCEIVED PROJECTS, SELF FUNDED & GRANT FUNDED**

DEPARTMENT REVIEWS AND PERMISSIONS FOR ARTWORK ON PUBLIC PROPERTY:

Public Art Program Staff and PAAC

**Department Property Managers: Park and Rec/Library/Transportation/Public Works/
Planning and Building**

City Administrator

CITY REQUIREMENTS FOR PUBLIC IMPROVEMENTS AND LICENSE AGREEMENTS

BUILDING PERMITS AND ENCROACHMENT PERMITS



Larry Sultan & Mike Mandel, *Pool*

DeFremery, West Oakland

MARKETING OF CALLS

GRANTS AND PUBLIC ART PROJECTS

CITY OF OAKLAND GRANTS

CULTURAL AFFAIRS DIVISION-CULTURAL FUNDING PROGRAM

-Individual artist Grants

-Cultural Affairs Funding Grants

-All grants approved by City Council

-City Council individual initiatives, who is your council member? You should contact them and get in their network.

MARKETING OF CALLS

GRANTS AND PUBLIC ART PROJECTS

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

REGISTER!!

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

PRIVATE DEVELOPMENT

PUBLIC ART FOR PRIVATE DEVELOPMENT

ORDINANCE ADOPTED 2014- CITY STAFF APPROVES AND INSPECTS PROJECTS

DEVELOPER OPTIONS:

Commission freely accessible permanent artwork ON SITE

Within 1/4 mile in ROW or public property (City or other public agency, eg.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

Public Art for Private Development



Oakland is the Center of the World, 2021 Artist: Squeak Carnwath;

PRIVATE DEVELOPMENT

EVERY NEW BUILDING BEING BUILT IS REQUIRED

- 1% of construction cost for non residential, 0.5% for residential**
- Developer is decision maker on artist, not required to be Oakland based**
- Public art checklist**
- How do you get these opportunities? Network, consultants, luck, being nice**
- Inside and out of a new development, interior designers**

Cultural Affairs Division

Economic & Workforce Development

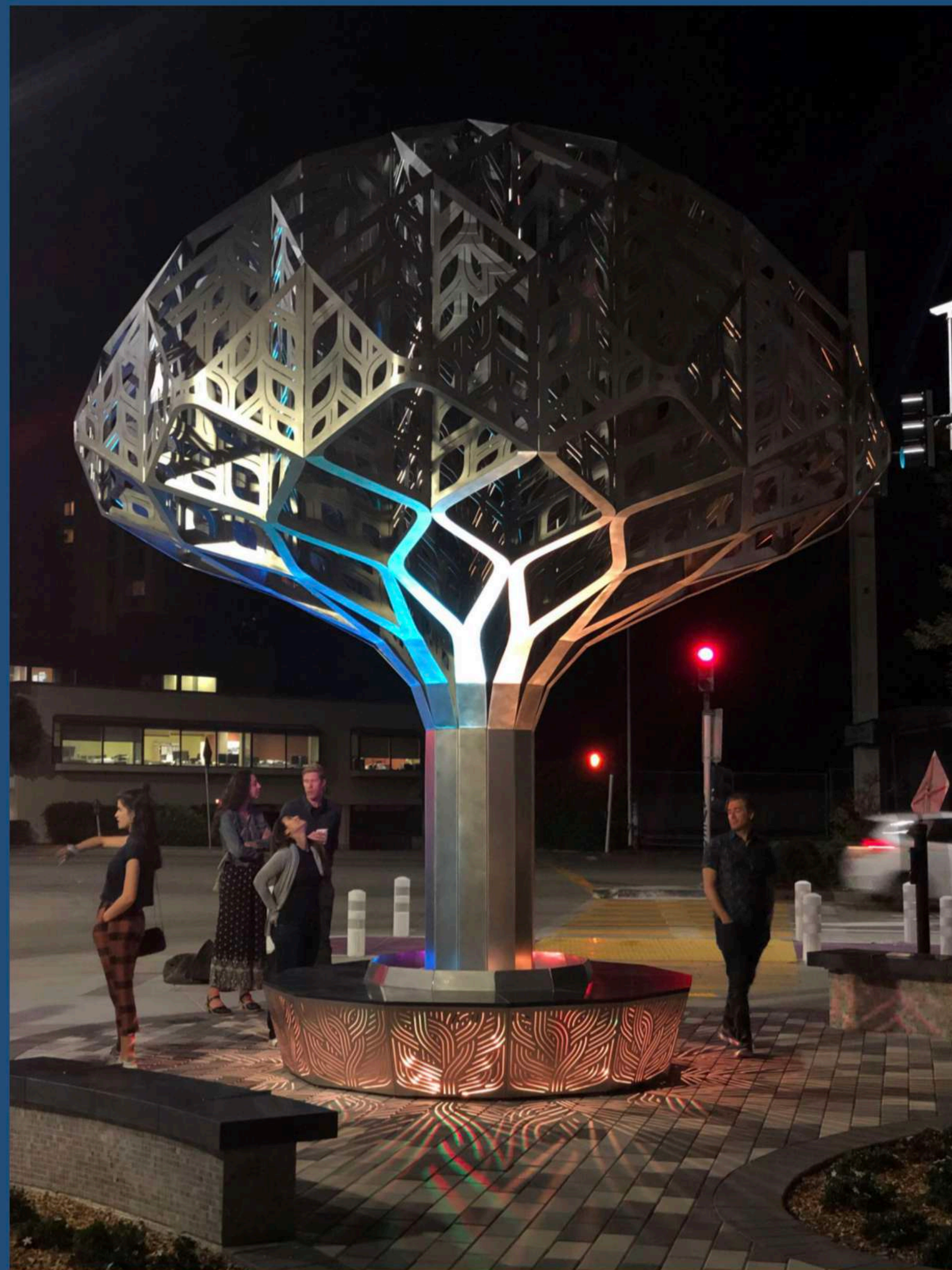


PUBLIC ART FOR PRIVATE DEVELOPMENT

CHECKLIST FOR ON-SITE ART PROJECTS

SUPPLEMENTAL PACKET– TO BE SUBMITTED PRIOR TO OR WITH BUILDING PERMIT APPLICATION AND APPROVED BY PUBLIC ART COORDINATOR PRIOR TO ISSUANCE OF BUILDING PERMITS

1. **Project address and applicant details** (may include permit application summary for reference)
2. **Updated construction valuation and art allocation** (Including basis for valuation verified by Building Services)
3. **Itemized art budget** (Including enumeration of any consultant and subcontractors' fees) *
4. **Value of artwork to be placed on site** (If different from above, excluding fees, alternative compliance, etc.)
5. **Artist resume or C.V. and five (5) examples of past work** (of comparable quality, style and scale)
6. **Artist's statement and description of proposed artwork** (Including conceptual approach and other relevant design information; roles and responsibilities of all art project partners) *
7. **Visual proposal** (Digital file and 11 x 17 in. color rendering of the proposed artwork / design) *
8. **Materials and Methods Plan** (A detailed description of proposed materials and methods of installation deemed suitable for the site conditions; include samples or photo documentation of samples) *
9. **Project site plan, site photos and project mock-up** (Digital mockup or rendering indicating proposed artwork location within the development – to scale and in relation to all surroundings including landscaping, public rights-of-way, street frontage, parking lots, etc.) * **NOTE: Projects proposed for placement within the Public Right of Way require additional reviews and approvals; see reverse for more information**
10. **Artists' contract(s) and relevant subcontracts** (Including project scope, schedule, materials and methods, etc.) *
11. **Preliminary Maintenance Plan** (For long-term maintenance: identifying the responsible parties, anticipated maintenance milestones, etc. Final maintenance plans due upon completion of project) *
12. **Planning and Building Documentation Requirements** (List of anticipated Building Services requirements, including additional signage and building permits, insurance, etc.)
13. **Community outreach documentation** (for Alternative Compliance and Public Right of Way Projects)
14. **Timeline** (Project timeline that includes community outreach efforts, project development milestones, City reviews and installation schedule, if applicable)
15. **Post Installation: Final Maintenance Plan, Covenant, Plaque and Photo documentation.** **



HYBYCOZO, *Hanover Properties*, 2019

Private Development for Public Plaza, 27th/Broadway

HOMework

DELIVER BY EMAIL BY 3/24

-Resume/CV

-Bio

-3/5 Images of your work with descriptions

-Artist Statement, *conceptual public art project proposal statement(site specific public space, in your neighborhood or area) or if you have previous statement from a project application