



City of San Leandro

Meeting Date: July 7, 2014

Staff Report

File Number: 14-271

Agenda Section: ACTION ITEMS

Agenda Number: 10.A.

TO: City Council

FROM: Chris Zapata
City Manager

BY: City Council

FINANCE REVIEW: Not Applicable

TITLE: Staff Report for City Council Discussion and Direction to Staff Regarding Formation of an Arts and Culture Commission

SUMMARY AND RECOMMENDATIONS

Staff recommends that the City Council, after discussion, provide direction to staff on the formation of an Arts and Culture Commission.

BACKGROUND

On May 5, 2014, the City Council requested consideration of the formation of an Arts Commission.

Two memos are attached: one provides a summary of visual art initiatives currently in development; the second provides general information regarding the creation of an Arts and Culture Commission, including a survey of other cities and preliminary description of the commission.

ATTACHMENTS

- Memo on 2014 Visual Art Initiatives Summary
- Background and General Information on the Creation of an Arts and Culture Commission

PREPARED BY: Chris Zapata, City Manager, City Manager's Office

CITY OF SAN LEANDRO

MEMORANUDM

DATE: June 17, 2014
TO: Chris Zapata, City Manager
FROM: Justin Proffitt, Development Specialist II
CC: Cynthia Battenberg, Community Development Director
Jeff Kay, Business Development Manager
SUBJECT: 2014 Visual Art Initiatives Summary

The Arts and Culture Town Hall meeting on November 16, 2013 featured an interactive discussion regarding public art opportunities and provided direction on the development of the City's arts and culture programs. For the past six months, Community Development staff in coordination with Engineering and Transportation staff, has been actively working on numerous public art projects, often relying on partnerships to leverage funding from a variety of sources. Following is a summary of visual art initiatives currently in development.



“The Pulse of Nature” - Preferred Freezer Mural. Now completed, this 60 foot by 350 foot mural offers the opportunity to reflect on San Leandro's rich history, as well as celebrate the prosperity and the success of the city today. The mural design was created with a theme of environmental awareness, using environmentally safe non-toxic paints. With excellent visibility from the BART line, this artwork provides a striking point of interest for passengers traveling through San Leandro.

Raymond Loewy Tiles at Kaiser Medical Center & The Village.

The former Albertsons distribution center, located at the current site of the new Kaiser Medical Center, featured a decorative tile wall designed by Raymond Loewy, who is known as the “father of industrial design.” Kaiser plans to use the tiles on landscape art structures throughout the large parking lot to soften the parking lot's expanse and highlight the history of the site. The Village downtown retail center, currently under construction on the site of the first Lucky Grocery store, will be using the tiles in the proposed public plaza along East 14th Street. These new development projects honor the past by using Loewy's tiles in landscape features and public spaces on the properties.





Downtown Tech Campus by Westlake. This project, approved by the City Council on April 7, 2014, will include public art based upon a requirement that one percent of the construction budget is spent on public art. At full build out, the Westlake's investment in public art could total more than \$1.5m. This generous budget should result in signature works of art for Downtown San Leandro.

Utility Box Art Wraps - "Innovation, Technology & Sustainability." The City of San Leandro is working with the Streets Alive team to develop artistic enhancements for the gray traffic control and electrical utility boxes on sidewalks. The installation of artwork on utility boxes will create a platform for storytelling and communication, transforming ugly, obtrusive utility boxes into vibrant art pieces and a topic of interest for the community. The first phase is a demonstration project covering Caltrans traffic control boxes on East 14th Street in the downtown and a box at the intersection of Merced Street and Fairway Drive. The next phase will be the inclusion of additional boxes throughout the City looking for new artists as well as business and community sponsors.



AC Transit East 14th Street BRT Station Art. AC-Transit selected lead artists Johanna Poethig and Mildred Howard to enhance the 34 stations, 8 in San Leandro, planned as part of the 9.5-mile East Bay Bus Rapid Transit (BRT) system. A team of artists is working to integrate their art with the architecture of the stations in keeping with the theme: "Honor the Past and Celebrate the Future". Community members were invited to three workshops, one held in San Leandro on June 26, 2014, to help inform the artists' work. Development of the stations with the integrated artistic elements will occur during major construction of the East Bay BRT, which is scheduled to begin in Fall 2015.

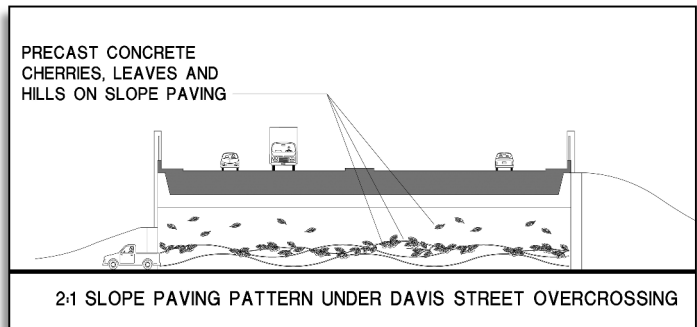
Next Generation Workplace – Industrial Public Art. With the goal of humanizing the industrial workplace district, staff is working with artists, community groups, and businesses to develop public/private art projects that put the "maker" history and historic products of the past, present and future on display, to provide education, raise community awareness and pride, and embellish the public realm.





Triangle Property Gateway Feature. The City acquired this property for the purpose of constructing roadway improvements at the intersection of Hesperian Boulevard, East 14th Street and 150th Avenue. The art component of the project seeks to utilize the remaining space available to create a welcoming entry to the City. Preliminary designs have been developed and will be refined through a public process.

I-880 Interchange Improvements – “Butterflies & Cherries.” The \$108 million I-880 Southbound HOV Project will extend the southbound HOV lane through San Leandro. Recognizing the special circumstance of the project and the singular opportunity for implementing the City’s General Plan goal to provide a gateway at major entrances into the city, the City asked that it be allowed to provide design input on the aesthetics of these two interchanges. Based upon input gathered from the public and City staff, the preferred aesthetic features include the installation of a butterfly pattern under the Marina overpass and a cherry pattern at Davis Street, in addition to decorative fencing and City seals on the end corbels.



Murals by Bay Area & Local Artists. Office of Business Development staff are developing relationships with businesses and property owners to locate murals on large blank building walls. This project will highlight the City’s rich cultural heritage while removing large blank building walls that detract from an area’s visual aesthetic value.

City of San Leandro
Background and General Information on the Creation of an
Arts and Culture Commission

Background:

At the direction of the Mayor and City Council the City of San Leandro hosted an Arts and Culture Town Hall on November 16th 2013. Members of the public participated in this interactive meeting that commenced with an overview of cultural amenities that currently exist in San Leandro. An interactive group discussion was facilitated to prioritize ideas for advancing artistic and cultural life in San Leandro.

High Level of Interest:

- Develop an art clearinghouse or committee/commission to promote local events
- Promote a local art or film festival
- Expand food trucks to include music, dance, or the performing arts, etc.
- Provide a dedicated revenue stream for public art

Moderate Level of Interest:

- Harness open studio spaces in the industrial areas
- Promote East 14th Street as an art corridor or “gourmet alley”
- Authorize changes to development code and fee structures to promote art
- Convert vacant retail spaces into art or music studios

Lower Levels of Interest:

- “Activating” the Bay front
- Provide community members with a reason to “stay home”
- Work with other public agencies to promote art
- Utilize social media and traditional media to promote art and culture
- Harness Arts sections of local media
- Recognition of Youth-involved activities
- Infuse art into public infrastructure such as park benches, bike racks, bus benches
- Expand the beautification and aesthetic appeal of bike lanes
- Promote temporary art displays such as chalk art

Survey:

City	Commission Title
Alameda	Public Arts Commission
Benicia	Arts and Culture Commission
Berkeley	Civic Arts Commission
Dublin	Heritage and Cultural Arts Commission
Emeryville	Public Arts Committee
Livermore	Commission for the Arts
Oakland	Cultural Affairs Commission
Richmond	Arts and Culture Commission

Membership:

Nine (9) members (one member from each Council District/three at-large)
Four (4) year term

Scope:

Following are recommended duties and responsibilities for the Arts and Culture Commission:

- To encourage and promote art and cultural programs and activities within the City
- To make recommendations to City Council regarding local art and culture needs, activities, and programs including visual and performing arts
- To receive and gather input from the community on issues relevant to art and cultural policies
- To enhance the cultural life and increase community awareness of arts resources
- To work cooperatively with public and private agencies to procure space and opportunities for public art
- To advise and make recommendations to City Council on funding and matters of culture and arts in the community
- To support the goals and priorities of City Council

Powers and Duties:

In general, the Arts and Culture Commission will be charged with assessing, developing and promoting arts and cultural activities and opportunities to enrich and enhance the San Leandro community.

Meetings:

Establish meeting dates and times in the evening hours that occur at regular monthly intervals.