



Civic Arts Commission  
Office of Economic Development

**Civic Arts Commission  
Public Art Subcommittee  
Wednesday, January 11, 2023 at 2:30 p.m.**

**PUBLIC ADVISORY: THIS MEETING WILL BE CONDUCTED EXCLUSIVELY  
THROUGH VIDEOCONFERENCE AND TELECONFERENCE**

Pursuant to Government Code Section 54953(e) and the state declared emergency, this meeting of the Civic Arts Commission will be conducted exclusively through teleconference and Zoom videoconference. The COVID-19 state of emergency continues to directly impact the ability of the members to meet safely in person and presents imminent risks to the health of attendees. Therefore, no physical meeting location will be available.

To access the meeting remotely: Join from a PC, Mac, iPad, iPhone, or Android device: Please use this URL <https://cityofberkeley-info.zoomgov.com/j/1607254890>. If you do not wish for your name to appear on the screen, then use the drop-down menu and click on "rename" to rename yourself to be anonymous. To request to speak, use the "raise hand" icon by rolling over the bottom of the screen. To join by phone: Dial **1-669-254-5252** and enter Meeting ID: **160 725 4890**. If you wish to comment during the public comment portion of the agenda, Press \*9 and wait to be recognized by the Chair.

To submit an e-mail comment during the meeting to be read aloud during public comment, email [civicarts@cityofberkeley.info](mailto:civicarts@cityofberkeley.info) with the Subject Line in this format: "PUBLIC COMMENT ITEM ##." Please observe a 150-word limit. Time limits on public comments will apply.

**Agenda**

- 1. CALL TO ORDER AND ROLL CALL**
- 2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA**

### 3. CHAIR'S REPORT

- a) Turtle Island Monument
- b) Public Art Project Primer

### 4. DISCUSSION ITEMS WITH POSSIBLE ACTION

- a) Willard Clubhouse Public Art Project Plan (Attachment 1)
- b) 2403 San Pablo Conceptual Art Plan
- c) Councilmember Ben Bartlett Referral, December 13, 2022 (Attachment 2)

### 5. STAFF REPORT

### 6. COMMUNICATION

### 7. ADJOURNMENT

#### Attachments:

- 1. Willard Clubhouse Public Art Project Plan
- 2. Councilmember Ben Bartlett Referral, December 13, 2022

Staff Contact:

Zoe Taleporos

Public Art Program Lead

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Any writings or documents provided to a majority of the Commission regarding any item on this agenda will be made available for public inspection at the Civic Arts Office located at 2180 Milvia Street, First Floor, Berkeley, CA 94704.

#### ADA Disclaimer

**To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services specialist at 981-6418 (V) or 981-6347 (TDD) at least three business days before the meeting date. Please refrain from wearing scented products to this meeting.**



Civic Arts Program

## **WILLARD CLUBHOUSE PUBLIC ART PROJECT PLAN**



### **BACKGROUND**

Built in 1971, Willard Clubhouse is located at the southeast corner of Willard Park at 2720 Hillegass Avenue, between Derby Street and Stuart Street. The small 565 square-foot one-story, one-room clubhouse has long been a staple of Berkeley's after-school and summer day camp programs, with each program serving a maximum of 45 elementary school aged children.

Enrollment for both the after-school and summer day camp programs quickly reach the maximum capacity every year with a typical waitlist of approximately 25 children. Occupancy of the existing clubhouse is limited, therefore in order to accommodate 45 children, staff makes use of the adjacent covered patio, as well as the outside open lawn area to run activities and programs. Additionally, the large open lawn area makes the clubhouse and park a suitable location for the City's recreation staff to host events such as the Annual Spring Egg Hunt Extravaganza.

In the spring of 2019, the City of Berkeley selected ELS Architecture and Urban Design, a local firm, to provide professional architectural design services for the Willard Clubhouse and Restroom Replacement Project. Together with the City, the project team set out to design a new Willard Clubhouse that would meet the City's program needs and also be sustainable, modern, accessible, and multi-generational.

The final conceptual design for Willard Clubhouse calls for a 4,195 square-foot all electric, multi-purpose recreation building which features a lobby, all-gender restrooms, an office, kitchen, a 790 square-foot community room, and a larger 1,570 square-foot community room with a dividing wall to split the space into two smaller rooms. Completion of the project is anticipated for Fall 2024.

**ART OPPORTUNITY**

The artwork will be located at a prominent wall in the Clubhouse lobby measuring 18’ 5” wide by 10’ high. While the main viewing experience will be in the Clubhouse interior, the artwork will also be visible to the outside through the glass entry walls.

This opportunity is for an artist to translate two-dimensional imagery to tile or mosaic.

**PROJECT GOALS**

The goals for the artwork are:

- To enhance a visitor’s experience of Willard Park and Clubhouse by beautifying its context
- To respond to the site thematically, which may include the site’s history, the new clubhouse architecture, or other site-inspired concepts
- To appeal to a wide age range of Park and Clubhouse visitors

**PROJECT BUDGET**

The total artist contract amount is \$150,000. This is inclusive of the artist fee, design, fabrication, transportation and installation of the artwork.

**ARTIST ELIGIBILITY**

Professional practicing artists residing in the United States are eligible to apply.

**ARTIST REVIEW PROCESS**

Civic Arts staff will use the 2023 Prequalified Artist Pool to create a shortlist of artists.

This list of artists will be presented to the Willard Clubhouse Public Art Review Panel consisting of three arts professionals, a Civic Arts Commissioner, a Parks, Recreation and Waterfront Commissioner, a member of the design team, and a community representative. The panel will identify three finalists for the opportunity who will be invited to develop conceptual site-specific proposals after attending an orientation session with the project team and key stakeholders.

Finalists will be paid an honorarium of \$1,000 for development of a proposal.

The Panel will reconvene to consider the finalists’ proposals in an interview format and will select one artist to recommend to the Civic Art Commission for final approval.

**COMMUNITY INVOLVEMENT**

- A Parks, Recreation and Waterfront Commissioner will participate on the Panel.
- A community representative will participate on the Panel.
- The finalists’ proposals will be on display for public comment on the Civic Arts website for two weeks prior to the final Panel meeting.
- All Commission meetings are open to the public.

**TIMELINE (Subject to change)**

Civic Arts Commission Meeting to Approve Project Plan	January 18, 2023
First Artist Review Panel	June 2023
Artist Finalist Orientation	June 2023
Finalist Proposals Due	August 2023
Proposals on Public Display	August 2023

Final Artist Review Panel  
Civic Arts Commission Approval  
Council Approval of Artist Contract  
Artist Under Contract

September 2023  
September 27, 2023  
October 3, 2023  
November 2023

**FURTHER INFORMATION**

Contact Zoe Taleporos, Public Art Program Lead, Berkeley Civic Arts at (510) 981-7538, or by email at [ZTaleporos@cityofberkeley.info](mailto:ZTaleporos@cityofberkeley.info)



Willard Park



Sanborn map from 1929 indicate houses prior to the construction of Willard Park.



Original clubhouse with unpainted wood, roof terrace, and climbable rocks.



Participants celebrate the queer community at the 1973 East Bay Gay Day Festival.



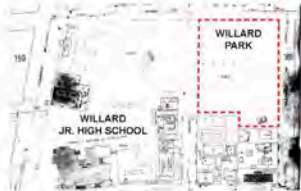
Berkeley Earth Day in 1980 with activities such as urban farming, dancing, theater, and music.



Berkeley Earth Day in 1980 with activities such as urban farming, dancing, theater, and music.



Spring Egg Hunt Extravaganza announcement for its tenth anniversary March 31, 2018.



Sanborn map from 1961 shows the development of Willard Park, the clubhouse, and Willard Jr. High School.



A children's sandpit and picnic area sat in the west side of the clubhouse.



Participants dance and chant at the Hare Krishna Festival hosted at the park in 1974.



San Francisco Mime Troupe performed for thousands in July 17, 1982.



Willard Park after school and day camp activities such as arts and crafts and games.



Movies in the Park event at Willard showcasing Spider-Man film in August 9, 2019.

## 1957

**1957 - 1964**  
Berkeley Parks and Recreation purchase parcels to create Willard Park.

## 1969

**1968**  
Funds were allocated from Housing and Urban Development (HUD) to purchase the remaining property of the current park site.

**1969**  
The land was cleared of buildings, and an interim park was developed in the fall.

**April 1969**  
Plans for a user-developed park with joint use between the City and Willard School were approved.

**July 17, Bastille Day, 1969**  
Protestors led a march from Ho Chi Minh (Willard) Park to People's Park.

## 1971

**January 4, 1971**  
Clubhouse designed.

**June 20, 1971**  
Park officially dedicated.

**1973**  
East Bay Gay Day Festival hosted in Willard Park to represent the East Bay queer community. The host organization opened the Pacific Center in 1974 to support the LGBT community.

**1976**  
Funds from Measure Y, the bond measure passed in 1974 to increase recreational opportunities for Berkeley's citizens, were allocated for renovation of the tot area.

## 1982

**May 4, 1980**  
Willard Park hosts Berkeley Earth Day with activities such as urban farming, theater, music, dancing, and solar cooking.

**May 8, 1982**  
Ceremonies held to name the park after Frances Willard who was a suffragette, educator, and temperance leader.

**June 17-18, 1982**  
Willard Park hosts performances by political satirists group, the San Francisco Mime Troupe.

## 1997

**December 1997**  
Friends of Willard Park, an active community adopt-a-park group, spearheaded several improvements in the park, including the renovation and redesign of the tot play area.

**March 31, 2008**  
The first Spring Egg Hunt Extravaganza begins.

**August 27, 2008**  
Willard After School program for homework assistance, organized games, and arts and crafts begins.

## 2016

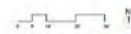
**November 8, 2016**  
Measure T1 passes for the repair, renovation, replacement, or reconstruction of the city's aging infrastructure and facilities including parks and buildings.

**October 2, 2019**  
Community meeting for clubhouse concept design.

# WILLARD PARK CLUBHOUSE EXISTING SITE PLAN

## NOTES

- 1** CERAMIC TILE SEAT WALL
- 2** TENNIS COURTS
- 3** CHILDREN'S PLAYGROUND
- 4** WILLARD PARK LAWN
- 5** EXISTING CLUBHOUSE
- 6** EXISTING PUBLIC TOILET







The primary use of the existing Clubhouse  
Is for afterschool and summer childcare programs.



Existing Clubhouse - Exterior



Existing Clubhouse - Interior



Site Plan



Floor Plan

*Indoor Activity Space = 1,700 SF*



# Willard Clubhouse - Conceptual Plan

The new, larger clubhouse will provide flexible spaces for a wider range of activities including more programs for children of all ages.



More activities for adults and families could include:

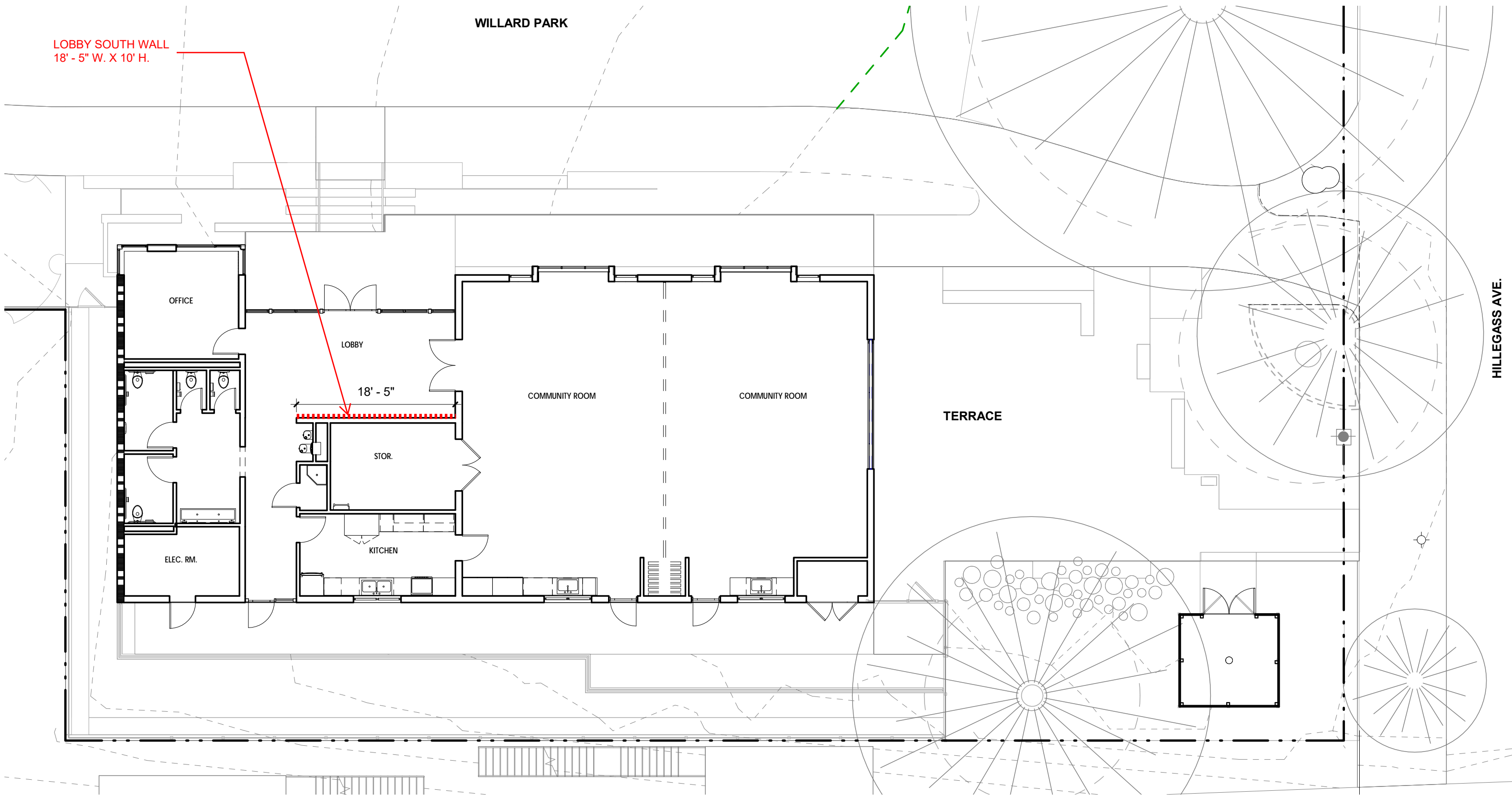
- Arts and Crafts
- Fitness Classes
- Educational and Cultural Programs
- Neighborhood Group Meetings



Larger activity rooms can provide space for:

- Social Gatherings
- Party Rentals
- Neighborhood Events



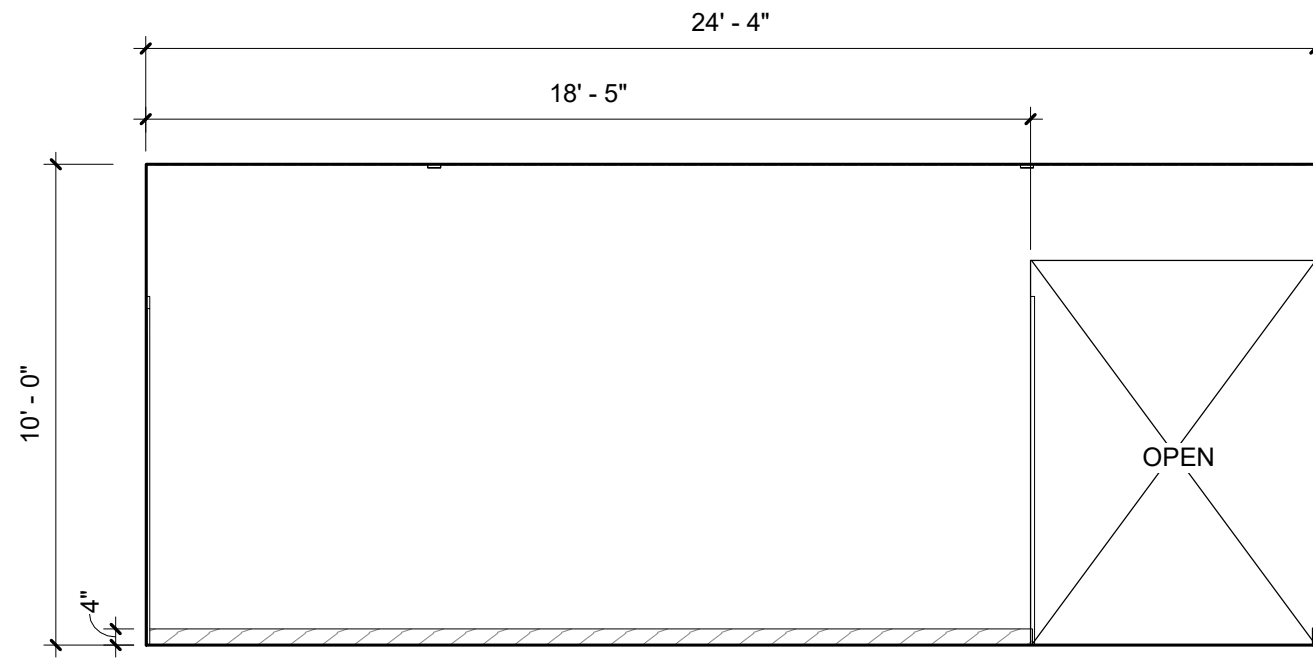


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CLUBHOUSE FLOOR PLAN  
3/32" = 1'-0"







1 ELEVATION - LOBBY SOUTH WALL  
 1/4" = 1'-0"





To: Honorable Mayor and Members of the City Council  
From: Councilmember Ben Bartlett (Author), Councilmember Terry Taplin (Co-Sponsor)  
Subject: Referral to the Civic Arts Commission to Create an Official Song, Motto, and Flag for the City of Berkeley

RECOMMENDATION

Refer to the Civic Arts Commission to select an official song, flag, and motto for the City of Berkeley by holding a city-wide competition, and approved by the City Council.

CURRENT SITUATION:

The City of Berkeley (the “City”) strives to support residents' physical and emotional well-being by cultivating an inviting and engaging community environment. Many Berkeley residents are proud to have lived in Berkeley for decades and continue to advocate for this community to be the best it can be. Berkeley has a storied tradition of moral conviction, innovation, and creativity and is proud of its values. The City is also populated by a robust, artistic population. Berkeley is home to a wide array of singers, authors, photographers, designers, playwrights, dancers, directors, producers, rappers, musicians, poets, dj’s, sculptors, digital artists, filmmakers, novelists, illusionists, and actors among its population. Some artists are famous, some are amateurs, some are kids, some are hobbyists, and many are unknown. This item intends to invite these artists to contribute their talents to the betterment of their community. 1) The implementation of a city song could highlight the strength of the Berkeley community, boost civic morale, enhance social connections, and even increase economic growth. 2) Implementing a motto might encapsulate the City’s ethos and generate a stronger sense of community, where each individual feels connected to the city. For example, a constituent once proposed *Integritas Pro Rupe Nobis* (“United to Assist”) as a motto for the City. 3) A physical flag can serve as the visual translation of the City’s creed, and could allow residents, and former residents, now living elsewhere to showcase their love and commitment to the City.

The Arts Commission should utilize performance spaces, artistic venues, IKE kiosks, and other places of public display to showcase submitted works. After two years of sheltering in place, Berkeley residents would be served by an opportunity to engage one another and to have fun. Hosting a city wide competition to select the city song, motto, and flag would foster deeper community engagement, drive economic development, and help residents showcase their creativity, and articulate Berkeley values.

BACKGROUND:

Many cities have logos or symbols to represent their community. These visuals communicate the city’s values that its council strives to uphold through public policy. A city song, motto, and flag encompass these benefits while also creating a profound emotional connection between the city and its people.

In 2020, the United States Conference of Mayors recognized that importance and created the City Song Project, where mayors were chosen from across the country to produce a song that “represents and uplifts [their] community.”<sup>1</sup> The project stemmed from the City of Louisville, Kentucky, which created its own city song to bring musicians and artists together to raise funds for their COVID-19 response efforts.

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<sup>1</sup> “City Song Project.” *United States Conference of Mayors*, 2 Dec. 2020, <https://www.usmayors.org/city-song-project/>.

The entries from cities such as Detroit, Austin, Oklahoma City, and New Orleans all targeted the unique cultural aspects of each city.

The city of Burnsville, Minnesota also created a song competition to find a song that best represented their community. They invited local musicians and creatives to create a tune with specified lyrics that would be incorporated into the final song. They hosted three rounds where residents voted for a final song to create their current city song. The city rewarded the winner with the opportunity to record their song officially through a local organization. This precedent can provide an outline for a competition in Berkeley. Advertisement for the competition through flyers and postings in local newspapers can attract local artists to contribute and potentially gain more coverage for their music.

Music in general has major emotional value, especially in the face of hardships and turmoil. The city of San Francisco captures this idea with two city songs. The first song is more robust, reflecting the effects of the 1906 earthquake and fire, and the new awakenings of its future. The second is a ballad, highlighting the sleepy and romantic San Francisco city.<sup>2</sup> Music has the ability to evoke powerful responses from people and serves as a means to unite people.<sup>3</sup> A song also leaves lasting impacts on people's memory. In 2019, San Jose unveiled a new city song written by a 16-year-old artist who fell in love with the city.<sup>4</sup> Residents are familiar with this song, and it often comes to mind when someone refers to the city. Similarly, a city motto can generate the same emotional connection as a song. Together, a motto and song create a sense of involvement within the community for all Berkeley residents.

The development of a motto can also provide financial gains for the City. If the City of Berkeley trademarks the motto "United to Assist," this could also enhance economic development.<sup>5</sup> This phrase, along with a flag, will be an emblem of Berkeley, and promote the uniqueness of the city. This distinguishing feature can attract tourists and visitors to the city, providing local Berkeley businesses with more traffic. A prime example of this is New York City's "I (Heart) New York" logo, which was created in 1977 and is still relevant today.<sup>6</sup> Thus, this trademark is not only a source of economic development but also a feature of the City that lasts for years to come.

#### FISCAL IMPACTS OF RECOMMENDATION

Hosting a competition can involve preparation for the venue as well as decorations. However, a song representing Berkeley can have positive fiscal impacts in the long run. San Jose's song was used as a

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<sup>2</sup> "San Francisco's Official Songs." *The Museum of the City of San Francisco*, <https://sfmuseum.org/hist1/song.html#:~:text=%22I%20Left%20My%20Heart%20in,city%20song%20October%206%2C%201969>.

<sup>3</sup> "Music, Emotion, and Well-Being." *Psychology Today*, Sussex Publishers, <https://www.psychologytoday.com/us/blog/science-choice/201908/music-emotion-and-well-being#:~:text=Music%20has%20the%20ability%20to,alter%20mood%20or%20relieve%20stress>.

<sup>4</sup> Cull, Ian. "Visit San Jose Debuts New Theme Song for the City." *NBC Bay Area*, NBC Bay Area, 13 June 2019, <https://www.nbcbayarea.com/news/local/visit-san-jose-debuts-new-destination-theme-song/181101/>.

<sup>5</sup> "Trademarking a City Slogan to Enhance Economic Development - Randle Law Office: (281) 657-2000." *Randle Law Office | (281) 657-2000*, 17 Aug. 2018, <https://www.jgradyrandlepc.com/local-governmental-entities/trademark-city-slogan/>.

<sup>6</sup> "Using Trademarks as a Tool to Boost Local Economic Development through Place Branding." *New Hampshire Municipal Association*, <https://www.nhmunicipal.org/town-city-article/using-trademarks-tool-boost-local-economic-development-through-place-branding>.

promotional advertisement to promote the city as a travel destination. This generates more revenue for local businesses and can increase awareness for their causes. These precedents provide the structure of the competition. Calling for volunteers at the event could be a way to alleviate the amount of staff needed to run the event and could attract more involvement within the community. By efficiently reaching out to local musicians, bands, and up-and-coming singers, Berkeley can provide an incentivized opportunity for greater outreach. Highlighting the purpose of creating a city song is key to emphasizing the honor of participating, and the importance of a song within this community.

#### OUTCOMES AND EVALUATION

It is expected that the City Council will refer this creation of a city song, motto, and flag to the Arts Commission. If the song, motto, and flag are implemented, they are expected to boost civic engagement and morale.

#### CONTACT PERSON

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