



Civic Arts Commission
Office of Economic Development

Civic Arts Commission Meeting **Wednesday, January 18, 2023** **6:00 PM**

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/1605902821>. 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: **160 590 2821**. 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 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**
- 2. ROLL CALL**
- 3. LAND ACKNOWLEDGEMENT**

The City of Berkeley recognizes that the community we live in was built on the territory of xučyun (Huchiu (Hooch-yoon)), the ancestral and unceded land of the Chochenyo (Cho-chen-yo)-speaking Ohlone (Oh-low-nee) people, the ancestors and descendants of the sovereign Verona Band of Alameda County. This land was and continues to be of great importance to all of the Ohlone Tribes and descendants of the Verona Band. As we begin our meeting tonight, we acknowledge and honor the original inhabitants of Berkeley, the documented 5,000-year history of a vibrant community at

the West Berkeley Shellmound, and the Ohlone people who continue to reside in the East Bay. We recognize that Berkeley's residents have and continue to benefit from the use and occupation of this unceded stolen land since the City of Berkeley's incorporation in 1878. As stewards of the laws regulating the City of Berkeley, it is not only vital that we recognize the history of this land, but also recognize that the Ohlone people are present members of Berkeley and other East Bay communities today. The City of Berkeley will continue to build relationships with the Lisjan Tribe and to create meaningful actions that uphold the intention of this land acknowledgement.

4. **PUBLIC COMMENT** (for items not on the agenda)
5. **APPROVAL OF MINUTES**
 - a) October 26, 2022 Draft Minutes (Attachment 1)
 - b) December 7, 2022 Draft Minutes (Attachment 2)
6. **CHAIR'S REPORT**
 - a) Reminder of Election of Chair and Vice Chair at February Commission meeting
 - b) Reminder that Capital Grants Referral Response going to Council March 21
7. **PRESENTATIONS, DISCUSSION & ACTION ITEMS** (All items for presentation, discussion and possible action)
 - a) Overview of Public Art Selection Process, Presented by Zoë Taleporos, Public Art Program Lead (Attachment 3)
 - b) Approval of Willard Clubhouse Public Art Project Plan, Introduced by Matthew Passmore, Public Art Subcommittee Chair (Attachment 4)
 - c) Discussion of Poet Laureate Program, Jennifer Lovvorn, Chief Cultural Affairs Officer
 - d) Discussion of Council Referral to the Civic Arts Commission for the creation of a City Song, Motto, and Flag, Introduced by Jennifer Lovvorn, Chief Cultural Affairs Officer (Attachment 5)
 - e) Public Art on Private Development Quarterly Report (Attachment 6)
8. **STAFF REPORT**
 - a) Civic Arts Updates, Jennifer Lovvorn
 - b) Public Art Program Updates, Zoë Taleporos
 - c) Grants Program Updates, Hilary Amnah

9. COMMITTEE REPORTS

- a) Grants
 - Dana Blecher, Chair
 - Liz Ozol
 - Cameron Woo

- b) Policy
 - Kim Anno, Chair
 - Lisa Bullwinkel
 - Modesto Covarrubias

- c) Public Art
 - Matt Passmore, Chair
 - Kim Anno
 - Dana Blecher
 - Riti Dhesi

- d) Representative on Berkeley Cultural Trust
 - Lisa Bullwinkel

- e) Representatives on Berkeley Arts Education Steering Committee Representative
 - Liz Ozol
 - Riti Dhesi

- f) Representative on Design Review Committee
 - Cameron Woo

- g) Representative on Ad-Hoc Artists Affordable Housing Committee
 - Kim Anno

10. COMMUNICATION

- a) Letter from Claire Greensfelder (Attachment 7)

11. ADJOURNMENT

Attachments:

1. October 26, 2022 Draft Minutes
2. December 7, 2022 Draft Minutes
3. Overview of Public Art Selection Process
4. Willard Clubhouse Public Art Project Plan
5. Council Referral to the Civic Arts Commission for the creation of a City Song, Motto, and Flag
6. Public Art on Private Development Quarterly Report
7. Letter from Claire Greensfelder

Staff Contact:
Jennifer Lovvorn
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ADA Disclaimer

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Civic Arts Commission
Office of Economic Development

DRAFT MINUTES

Civic Arts Commission Meeting

Wednesday, October 19, 2022

6:00 PM

No physical location; meeting held exclusively through videoconference and teleconference.

1. CALL TO ORDER 6:05 PM

2. ROLL CALL

Commissioners Present: Anno, Blecher, Bullwinkel, Covarrubias, Dhési, Ozol, Passmore, Woo.

Commissioners Absent: None

Staff Present: Hilary Amnah, Grants Program Lead; Jennifer Lovvorn, Commission Secretary/Chief Cultural Affairs Officer; Zoë Taleporos, Public Art Program Lead.

Members of the public in attendance: 4

3. PUBLIC COMMENT (for items not on the agenda)

2 speakers

4. APPROVAL OF MINUTES

a) September 28, 2022 Draft Minutes.

Action: M/S/C (Anno/Blecher) to approve the September 28, 2022 Minutes.

Vote: Ayes — Anno, Blecher, Bullwinkel, Covarrubias, Dhese, Ozol, Passmore, Woo; Nays — None; Abstain —None; Absent — None.

5. CHAIR’S REPORT

None.

6. PRESENTATIONS, DISCUSSION & ACTION ITEMS

a) FY24 General Operating Support Grant Guidelines

Action: M/S/C (Bullwinkel/Anno) to approve the FY24 General Operating Support Grant Guidelines with the following modifications: changing “direct financial support from the City Council budget” in the eligibility section to also include Council discretionary fund donations over \$1,000; and City payment of debt service related to City investment in an organization’s facility; and that this eligibility criteria would encompass the two years preceding the grant application.

Vote: Ayes — Anno, Blecher, Bullwinkel, Covarrubias, Dhese, Ozol, Passmore, Woo; Nays — None; Abstain —None; Absent — None.

b) FY24 Community Festivals Grant Guidelines

Action: M/S/C (Ozol /Anno) to approve the FY24 Community Festivals Grant Guidelines with the following modifications: changing “direct financial support from the City Council budget” in the eligibility section to also include Council discretionary fund donations over \$1,000; and City payment of debt service related to City investment in an organization’s facility; and that this eligibility criteria would encompass the two years preceding the grant application; and modifying the Review Criteria percentages (Festival Management and Production changed from 30% to 25% and Community Engagement and Impact changed from 20% to 25%).

Vote: Ayes — Anno, Blecher, Covarrubias, Dhese, Ozol, Passmore, Woo; Nays — None; Abstain — None; Recused — Bullwinkel; Absent — None.

c) FY24 Individual Artist Projects Grant Guidelines

Action: M/S/C (Anno/Covarrubias) to approve the FY24 Individual Artist Projects Grant Guidelines.

Vote: Ayes — Anno, Blecher, Bullwinkel, Covarrubias, Dhesi, Ozol, Passmore, Woo; Nays — None; Abstain — None; Absent — None.

d) **Revised Homelessness Social Practice Project Plan**

Action: M/S/C (Passmore /Bullwinkel) to approve the Revised Homelessness Social Practice Project Plan with the following modifications: two projects with budgets of \$25,000 each will be implemented instead of three projects with budgets of \$15,000 each; 5%–50% of artist’s project budget must be allocated to participating direct-service organization or unhoused individuals.

Vote: Ayes — Anno, Blecher, Bullwinkel, Covarrubias, Dhesi, Ozol, Passmore, Woo; Nays — None; Abstain — None; Absent — None.

Public Comment: 1

e) **Establish Commissioner representatives on Civic Center Committee**

Action: M/S/C (Covarrubias/Blecher) to approve Commissioners Bullwinkel, Ozol, and Woo as representatives on the Civic Center Committee.

Vote: Ayes — Anno, Blecher, Bullwinkel, Covarrubias, Dhesi, Ozol, Passmore, Woo; Nays — None; Abstain — None; Absent — None.

Public Comment: 1

7. STAFF REPORT

- a) Jennifer Lovvorn provided Civic Arts Program updates.
- b) Hilary Annah provided Grants Program updates.
- c) Zoë Taleporos provided Public Art Program updates.

8. COMMITTEE REPORTS

- a) Grants — Action items from this subcommittee were discussed earlier on agenda and there were no additional items to report.
- Dana Blecher, Chair
 - Liz Ozol
 - Cameron Woo
- b) Policy — Chair Anno reported on the subcommittee’s first discussion about the development of a Poet Laureate Program for the City of Berkeley; and the issue of inclusion of the “Arts” in “Science, Technology, Engineering, and Mathematics” education (“STEAM” versus “STEM” education) in relation to the grants being awarded by Bayer as part of their community benefit agreement with the City.
- Kim Anno, Chair
 - Lisa Bullwinkel
 - Modesto Covarrubias
- c) Public Art — Chair Passmore reported on a concern brought to the Public Art Subcommittee by a member of the public regarding the *Opening Circle* artwork and related impacts to burrowing owls by off-leash dogs.
- Matt Passmore, Chair
 - Kim Anno
 - Dana Blecher
 - Riti Dhesi
- d) Representative on Berkeley Cultural Trust — Commissioner Bullwinkel reported that the Trust is hiring a consultant to work with the group’s members on its mission statement.
- Lisa Bullwinkel
- e) Representative on Berkeley Arts Education Steering Committee (BAESC) — Commissioner Ozol discussed California Proposition 28 for funding arts and music education.

- Liz Ozol
- f) Representative on Design Review Committee — No report.
- Cameron Woo
- g) Representative on Ad-Hoc Artists Affordable Housing Committee — No report.
- Kim Anno

9. COMMUNICATION

- a) Burrowing Owl Fence at Opening Circle artwork at César Chávez Park

10. ADJOURNMENT Adjourn 8:31 pm

Action: M/S/C (Blecher /Dhesi) to adjourn.

Vote: Ayes — Anno, Blecher, Bullwinkel, Covarrubias, Dhesi, Ozol, Passmore, Woo; Nays — None; Abstain — None; Absent — None.

Staff Contact:



Jennifer Lovvorn

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Civic Arts Commission
Office of Economic Development

DRAFT MINUTES

Civic Arts Commission Meeting

Wednesday, December 7, 2022

6:00 PM

No physical location; meeting held exclusively through videoconference and teleconference.

1. CALL TO ORDER 6:05 PM

2. ROLL CALL

Commissioners Present: Anno, Blecher, Bullwinkel, Covarrubias, Dhesi, Ibarra, Ozol (joined at 8:15 pm) Passmore, Woo.

Commissioners Absent: None.

Staff Present: Hilary Amnah, Grants Program Lead; Jennifer Lovvorn, Commission Secretary/Chief Cultural Affairs Officer; Zoë Taleporos, Public Art Program Lead.

Members of the public in attendance: 32

3. PUBLIC COMMENT (for items not on the agenda)

2 speakers

4. CHAIR'S REPORT

a) Welcome New Commissioner Cristina Ibarra

5. PRESENTATIONS, DISCUSSION & ACTION ITEMS

- a) **Turtle Island Monument Conceptual Design, Introduced by Matthew Passmore, Public Art Subcommittee Chair with Presentation by Artists/Designers Lee Sprague, Marlene Watson, and Scott Parsons**

Action: M/S/C (Anno/Passmore) to approve the Conceptual Design of the Turtle Island Monument.

Vote: Ayes — Anno, Blecher, Bullwinkel, Covarrubias, Dhese, Ibarra, Passmore, Woo; Nays — None; Abstain — None; Absent — Ozol.

Public Comment: 13

- b) **Land Acknowledgement, Introduced by Jennifer Lovvorn, Chief Cultural Affairs Officer**

Action: M/S/C (Dhese /Blecher) to approve stating the Land Acknowledgment at Commission and Commission-related meetings.

Vote: Ayes — Anno, Blecher, Bullwinkel, Covarrubias, Dhese, Ibarra, Passmore, Woo; Nays — None; Abstain — None; Recused — None; Absent — Ozol.

Public Comment: 2

- c) **FY24 Grant Review Panelist Pool, Presented by Hilary Amnah, Grants Program Lead**

Action: M/S/C (Bullwinkel/Blecher) to approve the FY24 Grant Review Panelist Pool.

Vote: Ayes — Anno, Blecher, Bullwinkel, Covarrubias, Dhese, Ibarra, Passmore, Woo; Nays — None; Abstain — None; Absent — Ozol.

Public Comment: 0

- d) **FY24 Capital Grant Guidelines, Introduced by Dana Blecher, Grants Subcommittee Chair**

Action: M/S/C (Bullwinkel/Woo) to approve the FY24 Capital Projects Grant Guidelines with minor edit to correct typo and remove from eligibility that organization incorporated prior to 2023.

Vote: Ayes — Anno, Blecher, Bullwinkel, Covarrubias, Dhese, Ozol, Passmore, Woo; Nays — None; Abstain — None; Absent — None.

Public Comment: 1

e) **FY24 Community Festivals and General Operating Support Grant Guidelines changes, Presented by Dana Blecher, Grants Subcommittee Chair**

Action: M/S/C (Anno/Dhesi) to approve removing the eligibility restriction on ‘other city funding’ in the previously approved FY24 Community Festivals and FY24 General Operating grant guidelines.

Vote: Ayes — Anno, Blecher, Bullwinkel, Covarrubias, Dhesi, Ibarra, Ozol, Woo; Nays — Passmore; Abstain — None; Absent — None.

Public Comment: 0

f) **Cube Space Exhibition by Pablo Tut (curated by Leila Weefur) for display 01/27/2023 to 04/21/2023, Presented by Zoe Taleporos, Public Art Program Lead**

Action: M/S/C (Blecher/Covarrubias) to approve Cube Space exhibition by Pablo Tut.

Vote: Ayes — Anno, Blecher, Covarrubias, Dhesi, Ibarra, Ozol, Passmore, Woo; Nays — Bullwinkel; Abstain — None; Absent — None.

Public Comment: 0

g) **2023 Civic Arts Commission meeting schedule, Presented by Jennifer Lovvorn, Chief Cultural Affairs Officer**

Action: M/S/C (Bullwinkel/Ibarra) to approve the 2023 Civic Arts Commission meeting schedule.


Vote: Ayes — Anno, Blecher, Bullwinkel, Covarrubias, Dhesi, Ibarra, Ozol, Passmore, Woo; Nays — None; Abstain — None; Absent — None.

Public Comment: 0

6. **ADJOURNMENT** Motion adjourn and continue remaining agenda items and October meeting minutes approval at the January Commission meeting. Adjourn 8:56 pm.

Action: M/S/C (Blecher/Woo) to continue remaining agenda items to the January 18, 2023 Commission Meeting.

Vote: Ayes — Anno, Blecher, Bullwinkel, Covarrubias, Dhesi, Ibarra, Ozol, Passmore, Woo; Nays — None; Abstain — None; Absent — None.

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Public Art Primer Part 1 – Initial Phases



Public Art Project Planning



Location

Approach

Goals

Stakeholders

SANTA FE RAILROAD TRACKBED TO PARK CONVERSION PROJECT

CONCEPT PLAN - COMMUNITY GARDEN PARK

PGAdesign LANDSCAPE ARCHITECTS

10.05.2022

Sample Costs



- Tile mosaic: \$635/sf for fabrication, transportation, and installation. 8' x 25' = \$127,000
- Bronze: engineering and fabrication for 11' x 2' sculpture = \$283,000
- Simple sculpture installation: base design, permits, and installation: \$30,000
- Integrated glass artwork: \$100/sf low, \$250/sf mid, \$700/sf high for fabrication and crating. 8' x 25' = \$20,000 / \$50,000 / \$140,000
- Mural: \$50/sf for design, materials, installation, equipment. 8' x 25' = \$10,000

Budgeting



- Admin
- Conservation
- Artist Selection
- Plaques/Photography
- Architectural/Contingency

- Artist Fee
- Insurance
- Design Consultants
- Engineering
- Travel

- Fabrication
- Crating and Transportation
- Permit Fees
- Installation
- Equipment Rentals

Sample Artist Contract Budget



180 sf Tile Project @ \$635/sf	
Artist Fee	\$30,000
Insurance (2 years)	\$700
Travel	\$4,000
Fabrication, Transportation, Installation	\$114,300
Equipment Rental	\$1,000
TOTAL	\$150,000

Artist Selection



PROJECT PLAN

RFQ

REVIEW PANEL

PROPOSAL/CONCEPTUAL DESIGN

PUBLIC COMMENT

REVIEW PANEL

COMMISSION APPROVAL

WILDFLOWERS, BLOOM!

ART PROPOSAL FOR SAN PABLO PARK, Berkeley, CA | by Michael Arcega

The proposal includes several key elements:

- ONE OF SIX POTENTIAL DESIGNS FOR SCULPTURAL SEATING ELEMENTS:** A large orange poppy sculpture.
- NATIVE WILDFLOWER SILHOUETTES INSTALLED THROUGHOUT THE PARK:** A collection of colorful silhouettes including Poppy, Yellow Wildflower, Purple Wildflower, Red Wildflower, Blue Wildflower, and Green Wildflower.
- SAN PABLO PARK, BERKELEY, CA. SITE PLAN:** A map showing the location of the seating wall and silhouettes.
- SEATING WALL WITH NATIVE WILDFLOWER DESIGNS:** A 3D rendering of a concrete seating wall with integrated wildflower silhouettes.

WILDFLOWERS, BLOOM!

Berkeley has long established itself as a leader in Civil Rights and counter-culture movements. Local activists have often used plants as a central component for healing, nurturing, and fostering strength across marginalized groups. *Wildflowers, Bloom!* is a simple and elegant theme that celebrates beauty, resilience and community. This artwork highlights endangered and useful flowering plants indigenous to Berkeley giving them a larger than life platform.

We use plant based metaphors like *Careworn*, *chthonic*, *cultivating*, *fruitful*, *blissful*, *disjunct* and so many more to describe collective efforts and political operations. Groups of resistance like *They don't know we were read!* are program and compelling. We require plants to empowerment and the presence of community. *Wildflowers* make us smile, beauty that is diverse and abundant. Like artists, *Wildflowers* establish human roots on sidewalks and without great rolling hills that awe and amaze. They can transform a dreary scene into a heartwarming one. As a metaphor, *Wildflowers, Bloom!* is intended to uplift and create a space that honors indigenous land and creates common ground for collective growth. The idea is to not look to be told, drawn, and rendered.

Rather than a traditional monument, this artwork integrates San Pablo Park with vibrant color and functional sculpture that invites engagement and dialogue. *Wildflowers, Bloom!* is intended to uplift and create a space that honors indigenous land and creates common ground for collective growth. The idea is to not look to be told, drawn, and rendered.

The scope of this proposal includes a suite of three elements:

- A1 - A 6' long *Banquet* of colorful flowering plants from the area.** This is a series of sculptural seating elements to replace the existing benches. Each functional artwork will be double-sided, approximately 6' wide, 4' tall, and varying seat depth with a maximum of 2' feet on each side (1/2" waterjet cut steel, painted with durable exterior enamel paint).
- B1 - 20 *Wildflower Silhouettes* will be installed throughout the park.** These will be mounted on fences, posts, gates, directional signage, water fountains, benches, and other existing features to carry the native wildflower theme throughout, suggesting a rhizomatic spreading of wildness. With a variety of colors, the silhouettes range from 30" to 36" tall (1/4" waterjet cut steel, painted with durable exterior enamel paint).
- C1 - 1 *Seating Wall* with approximately 30 wildflowers.** The 14' concrete seating wall will have similar but more dense arrangements of wildflower silhouettes. They will be attached directly to the concrete. The larger of these silhouettes will be 12" tall (1/4" waterjet cut steel, painted with durable exterior enamel paint).

Conceptual Proposal

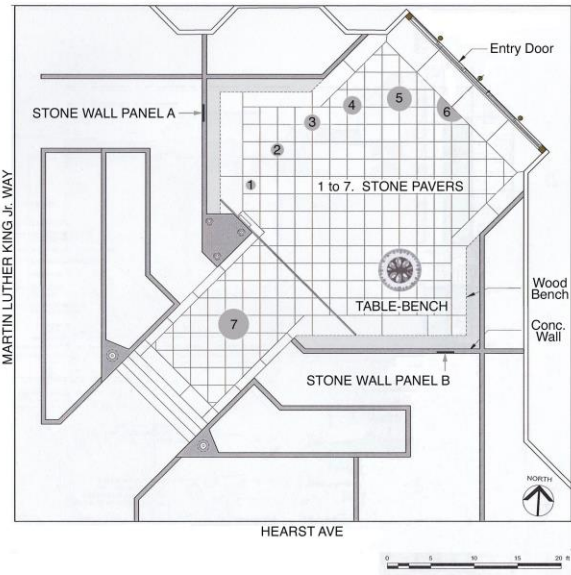


- Preliminary sketches with location, approximate dimensions, and materials.
- Description of artwork and how it is relevant to the site
- Preliminary budget with fabrication and installation estimates
- Preliminary timeline for production

Project Phases



ENTRY PLAZA ART ELEMENTS LOCATION





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.

[1]

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



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.



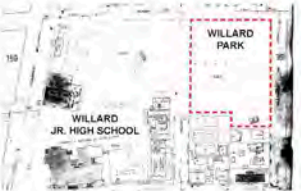
Berkeley Earth Day in 1980 with activities such as urban farming, dancing, theater, and music.



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

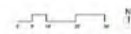
November 8, 2016
Measure T1 passes for the repair, renovation, replacement, or reconstruction of the city's aging infrastructure and facilities including parks and buildings.

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:

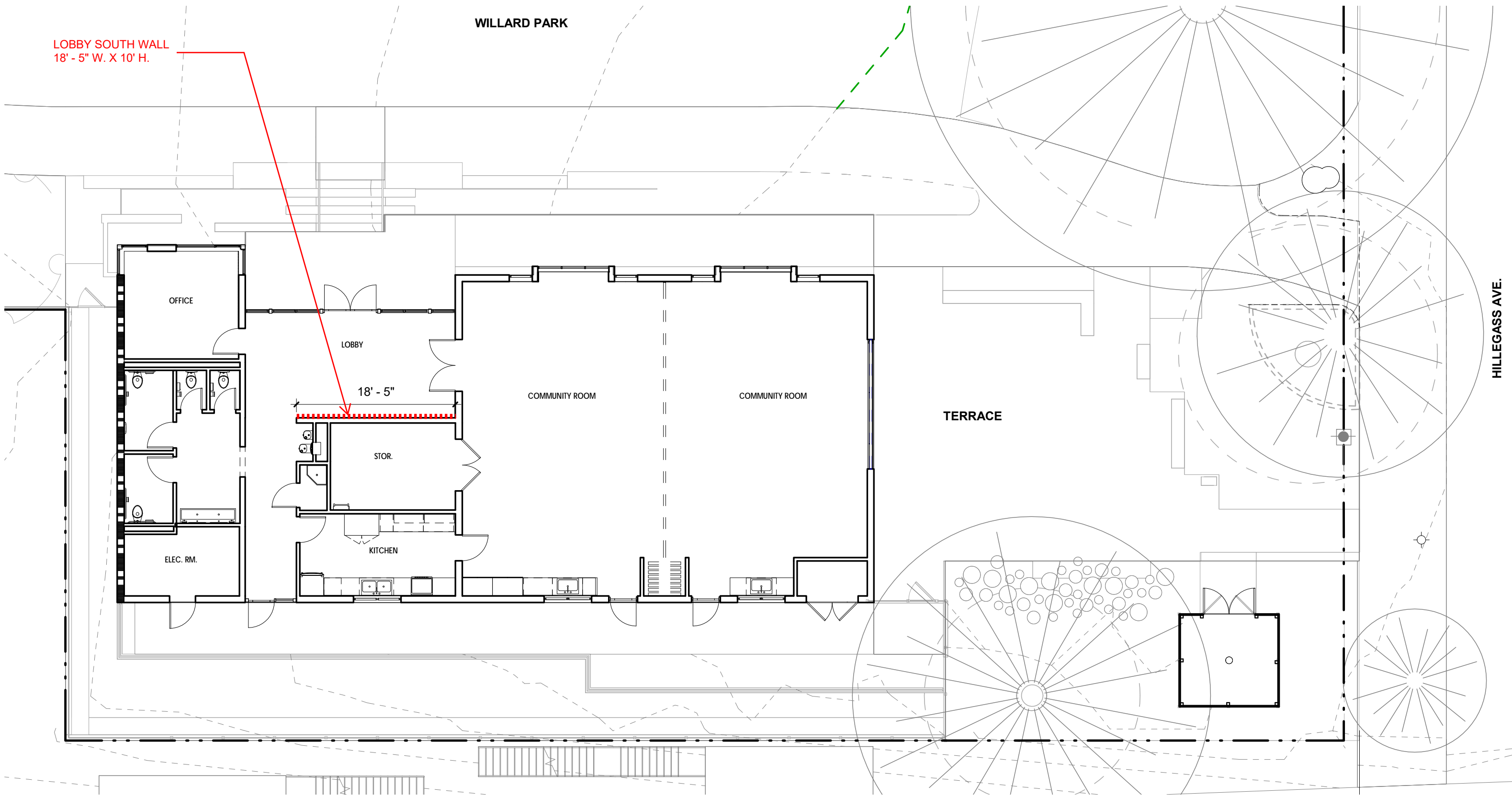
- Arts and Crafts
- Fitness Classes
- Educational and Cultural Programs
- Neighborhood Group Meetings



Larger activity rooms can provide space for:

- Social Gatherings
- Party Rentals
- Neighborhood Events





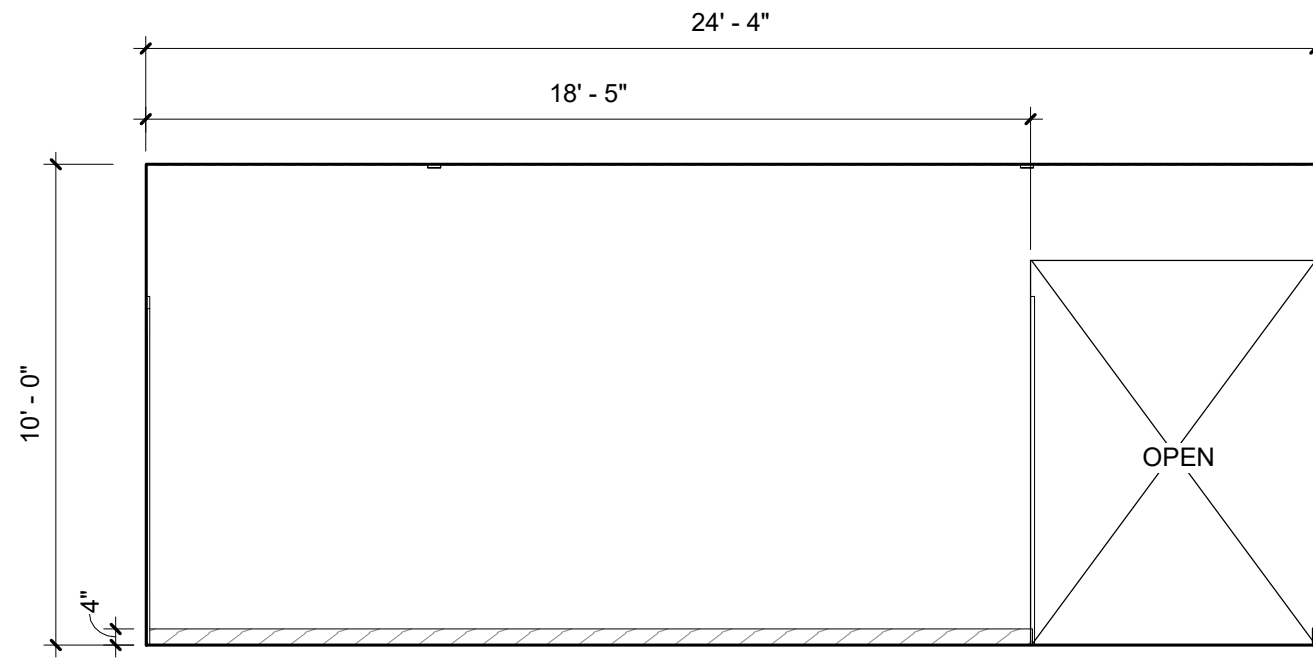
LOBBY SOUTH WALL
18' - 5" W. X 10' H.

WILLARD PARK

HILLEGASS AVE.

1

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.”¹ 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.

¹ “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.² Music has the ability to evoke powerful responses from people and serves as a means to unite people.³ 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.⁴ 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.⁵ 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.⁶ 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

² "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>.

³ "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>.

⁴ 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/>.

⁵ "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/>.

⁶ "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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PUBLIC ART ON PRIVATE DEVELOPMENT		Dated: 1/18/23											
Fiscal Year	Project Address	Project Street	Type	On-Site Art Value	In-Lieu Fee Payment Amount	On-Site Art Admin 5% Fee	Date Paid	On-Site Art	In-Lieu Fee	Cumulative Totals: Number of On-site Art Projects	Cumulative Totals: Value of On-site Art Projects	Cumulative Totals: Number In-Lieu Fees Collected	Cumulative Totals: Total In-Lieu Fees Collected
FY19													
	1717	University	On-Site Art - Final Art Plan Approved						1				
	1950	Addison	On-Site Art - Final Art Plan Approved	\$252,682.00					1				
	2120	Berkeley	On-Site Art - Final Art Plan Approved	\$60,000.00					1				
	2124	BANCROFT	In-Lieu Fee Paid		\$60,186.58		8/4/2017		1				
	2029	BLAKE	In-Lieu Fee Paid		\$126,400.00		8/7/2017		1				
				\$312,682.00	\$186,586.58				3	2	\$312,682.00	2	\$186,586.58
FY20													
	2503	HASTE	On-Site Art - Final Art Plan Approved	\$328,460.28		\$16,423.01	3/1/2019		1				
	2510	CHANNING	In-Lieu Fee Paid		\$106,664.00		4/17/2019		1				
	2621	TENTH	In-Lieu Fee Paid		\$84,000.00		5/13/2019		1				
	739	CHANNING	In-Lieu Fee Paid		\$20,388.00		5/23/2019		1				
	2580	Bancroft	In-Lieu Fee Paid		\$235,569.89		6/27/2019 for FY20		1				
				\$328,460.28	\$446,621.89	\$16,423.01			1	4	\$641,142.28	6	\$649,631.48
FY21													
	2628	SHATTUCK	In-Lieu Fee Paid		\$88,879.00		9/3/2019		1				
	999	ANTHONY	In-Lieu Fee Paid		\$25,200.00		12/18/2019		1				
	2100	SAN PABLO	In-Lieu Fee Paid		\$144,000.00		3/21/2020		1				
	2072	Addison	In-Lieu Fee Paid		\$74,935.00		2/24/2020		1				
	2452	Durant	On-Site Art - Final Art Plan Approved	\$42,185.00					1				
	2556	TELEGRAPH	On-Site Art - Final Art Plan Approved	\$103,722.50		\$5,186.13	5/20/2020		1				
	2028	BANCROFT	In-Lieu Fee Paid		\$48,000.00		8/27/2020		1				
				\$145,907.50	\$381,015.00	\$5,186.13			2	5	\$787,049.78	11	\$1,035,832.61
FY22													
	2229	FOURTH/2222 5th Street	In-Lieu Fee Paid		\$17,360.21		5/26/2021		1				
				\$0.00	\$17,360.21	\$0.00			0	1	\$787,049.78	6	\$1,053,192.82
FY23													
	3000	SAN PABLO	In-Lieu Fee Paid		\$72,329.13		9/22/2021		1				
	2176	Kittredge (Same Project)	In-Lieu Fee Paid		\$236,792.00		11/3/2021		1				
	2176	Kittredge (Same Project)	In-Lieu Fee Paid		\$49,748.00		12/23/2021		1				
	2025	Kala Bagal Way	In-Lieu Fee Paid		\$31,002.00		11/19/2021		1				
	600	Addison	In-Lieu Fee Paid		\$1,414,578.00		12/21/2021		1				
	2352	Shattuck (Combo Art and Fee)	In-Lieu Fee Paid		\$230,166.07		1/25/2022		1				
	2352	Shattuck (Combo Art and Fee)	On-Site Art - Final Art Plan Approved	\$425,250.00		\$21,262.50	1/25/2022		1				
	2902	ADELINE	In-Lieu Fee Paid		\$80,000.00		4/11/2022		1				
	2000	Dwight	In-Lieu Fee Paid		\$115,625.00		4/13/2022		1				
	2701	SHATTUCK	In-Lieu Fee Paid		\$37,352.00		6/21/2022		1				
	2099	MLK	In-Lieu Fee Paid		\$103,304.58		6/23/2022		1				
				\$425,250.00	\$2,370,897.68	\$21,262.50			1	9	\$1,212,299.78	21	\$3,445,353.00
FY24													
	1951	SHATTUCK	In-Lieu Fee Paid		\$480,000.00		7/19/2022		1				
	2000	University	In-Lieu Fee Paid		\$41,388.52		7/20/2022		1				
	1331	ASHBY	In-Lieu Fee Paid		\$7,040.00		7/21/2022		1				
	787	BANCROFT	In-Lieu Fee Paid		\$164,905.22		9/20/2022		1				
	2213	Fourth	In-Lieu Fee Paid		\$96,000.00		9/20/2022		1				
	2650	TELEGRAPH	In-Lieu Fee Paid		\$46,278.00		9/22/2022		1				
				\$0.00	\$835,611.74	\$0.00			0	6	\$1,212,299.78	27	\$4,280,964.74
In Progress													
	742	Grayson	In-Lieu Fee		\$314,637.06				1	1			
	1110	University	On-Site Art (5% Admin Fee)	\$175,000.00					1				
	1155 (-11)	Hearst	In-Lieu Fee				No Declaration Yet						
	1200 (-12)	SAN PABLO	In-Lieu Fee		\$66,166.54		Not yet paid/This FY or next			1			
	1201	SAN PABLO	In-Lieu Fee		\$65,789.48				1				
	1207	TENTH	On-Site Art (5% Admin Fee)	\$56,039.00					1				
	1650	Alcatraz	In-Lieu Fee		not compliant								
	1650	SHATTUCK	In-Lieu Fee		\$32,000.00				1				
	1652	University	In-Lieu Fee		\$29,939.27				1				
	1740	SAN PABLO	In-Lieu Fee		not compliant								
1822													
	1835	SAN PABLO	In-Lieu Fee		\$94,198.00		Not yet paid			1			
	1900	FOURTH	In-Lieu Fee		\$560,000.00		Not yet paid			1			
	1914	Fifth	In-Lieu Fee		\$24,385.86					1			
	2001	ASHBY	In-Lieu Fee		no applic- not complaint								
	2015	Blake	In-Lieu Fee		\$246,317.00		Not yet paid			1			
	2023	SHATTUCK aka 2025 Kala Bagal Way	In-Lieu Fee		\$30,822.00		11/19/2021-2025 Bagal \$31,002 on invoice			1			
	2128	Oxford (2132-2154 Center)	In-Lieu Fee		\$549,700.00		Not yet paid			1			
	2136	SAN PABLO	In-Lieu Fee		\$104,878.65		Not yet paid			1			
	2190	SHATTUCK	In-Lieu Fee		\$680,000.00		Not yet paid			1			
	2198	SAN PABLO	In-Lieu Fee		\$46,400.00		Not yet paid			1			
	2210	Harold	In-Lieu Fee		\$122,500.00		Not yet paid			1			
	2221	Fourth/2216 5th St	In-Lieu Fee		\$87,200.00		Not yet paid			1			
	2229	FOURTH/2222 5th Street	In-Lieu Fee		\$87,200.00		Not yet paid			1			
	2317	Channing	In-Lieu Fee		\$40,000.00		Not yet paid			1			
	2325	MCGEE Ave	In-Lieu Fee		\$8,000.00		Not yet paid			1			
	2403	SAN PABLO	In-Lieu Fee		\$61,583.63		received decl. form 1/27/22			1			
	2427	SAN PABLO (2427-2433)	In-Lieu Fee		\$72,106.00		Not yet paid			1			
	2434	SAN PABLO	In-Lieu Fee		not compliant								
	2435	SAN PABLO	In-Lieu Fee		\$24,671.14		Not yet paid			1			
	2440	SHATTUCK	In-Lieu Fee		\$120,000.00		received declaration 11/18/21						
	2449	Dwight	In-Lieu Fee (20% for Admin)		\$70,880.00		received declaration 11/9/22			1			
	2527	SAN PABLO	In-Lieu Fee		\$59,200.00		Not yet paid			1			
	2538	Durant	In-Lieu Fee		\$132,000.00		Not yet paid			1			
	2590	BANCROFT	In-Lieu Fee		\$110,864.00		Not yet paid			1			
	2720	SAN PABLO	In-Lieu Fee				No Declaration Yet						
	2795	SAN PABLO	In-Lieu Fee				No Declaration Yet						
	2800	TELEGRAPH	In-Lieu Fee		\$24,573.85		not yet paid			1			
	2847	Shattuck	On-Site Art (5% Admin Fee)	\$247,415.72		\$12,370.79			1				
	2942	College	In-Lieu Fee (20% for Admin)		8636.05					1			
	3000	SHATTUCK	In-Lieu Fee				No Declaration Yet						
	3030	TELEGRAPH	In-Lieu Fee (20% for Admin)		\$264,569.00		No Declaration Yet			1			
	3031	Adeline	In-Lieu Fee				No Declaration Yet						
	3031	TELEGRAPH	In-Lieu Fee		\$312,000.00		No Declaration Yet						
	TOTAL			\$478,454.72	\$4,564,117.53	\$12,370.79			3	29	\$1,690,754.50	56	\$8,857,453.06

7 December 2022

to: Commissioners
City of Berkeley Civic Arts Commission

from: Claire Greensfelder
2267 Summer Street, Berkeley, California
Associate Director California Institute for Community, Art & Nature
Former City of Berkeley Waterfront Commissioner (appointed by Mayor Hancock)
Former City of Berkeley Public Works Commissioner (appointed by Councilmember Shirek)
45 year resident in the City of Berkeley / 33 year homeowner in the City of Berkeley

I am writing this note to say how much I appreciate the instigation and original concept for the Turtle Island Monument in Civic Center Park some 30 years ago by Lee Sprague and Marlene Watson. I also have great appreciation and respect for the efforts that have been made over the past few years by Elyce Klein and Deb Durant to revive the process for completing the Monument. In that effort, Elyce and Deb raised funds and worked with Walter Hood to design a concept for the Monument which certainly has merit. However, it is my opinion, in spite of that good work and those good intentions, that to create an indigenous-inspired and indigenous-led monument of this kind in Berkeley, that it is critical for the hands-on design team to involve indigenous peoples at the core as the conceptual designers. With the return of Lee and Marlene (who developed the original concept of the project) as design consultants, I fully support the City staff collaborating with them to create the Monument. I also fully support having a design review process that involves stakeholders that would include in-person participation from indigenous members of our community who live locally as members of a stakeholder committee that would have active input to the process. While I know that it would be incredibly disappointing to Elyce and Deb and their colleagues to have put so much heart and soul into the design that they have brought forward only to see it (and/or elements of it) set aside, I do believe that that is what needs to happen here. Elyce and Deb have done a tremendous service to the local community by reviving the project and encouraging city staff to raise funds to (finally!) get it done. However, I do believe that it is time to welcome the return of the indigenous individuals who came up with the original concept and support them to implement their vision for the Monument in so far as it can be done within the legal and engineering requirements of the site and the timeframe connected to the grants so that funds are not lost. I also agree that whatever can be done to include an active water element at the monument should be done as it would greatly enhance both the meaning and the aesthetics of the installation. Also, if there is a future community committee formed to help maintain the Monument and any water features and/or plants that would be added, I would be happy to volunteer to be a part of that committee.

Finally, I would suggest to all that the decisions around the monument be approached "in a good way." That recriminations cease and that appreciation for all involved and their heartfelt desire to do something good for the community be acknowledged and expressed. I believe that the realization of the project would best be served by working in beauty and kindness and mutual respect in the deliberations which could also lead to a positive process and successful implementation of an indigenous-led design for our Civic Center.