

# Community Engagement Strategy: Selecting Locations for Future Physical Public Art

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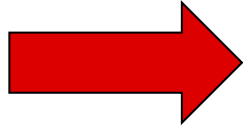
Recreation and Parks Commission  
May 9<sup>th</sup>, 2024



Preliminary Site  
Selection

February-April

Public Art  
Master Plan



Community  
Engagement

April - May

Three community  
outreach events



Final Site  
Selection

June

Proposing  
sites back to  
PAC

# Preliminary Site Selection

## ALAMEDA PUBLIC ART MASTER PLAN:

A Road Map for  
Future Investment

November 2023



# 1. Coordination with City Departments

1. Identify upcoming municipal development projects. Identify and prioritize opportunities within these projects to include Public Art, and then carry those projects over to the Biennial Work Plan. For example, the upcoming roundabout projects.

2. Consider Alameda Rec & Parks Department (ARPD) as a partner in locating physical public artwork in parks. “Gateway to California,” “Rock Spinners,” and “Beken” were all installed in Jean Sweeney Open Space Park with the assistance and partnership of ARPD.

\*Public art opportunities for roundabout and ferry terminal locations will be determined in coordination with other City departments and the community.

## 2. Master Plan Development Criteria

- **Consider visibility**
- **Evaluate accessibility**
- **Equitable geographic distribution**
- **Consider community input**
- **Assess suitability of the environment**
- Consider historical significance
- **Evaluate safety**
- Evaluate maintenance requirements
- Evaluate funding and budget constraints



# PUBLIC ART IN ALAMEDA

1. Calimar by Rosella Scapini
2. Beken by DeWitt Godfrey
3. Alameda Afore by Rodrigo Nava
4. Willie Stargell Baseball Monument by Michael Bondi
5. Maritime Commerce in Alameda - The Estuary of San Antonio by Troy Corliss
6. Semi Ripples by Jefferey Laudenslager
7. Island Cruisin' by David "Hyde" Cho with Three Thirty Three Arts
8. Gateway to California by Norman Moore
9. Birth Sculpture by Arthur Williams
10. Rockspinners (Ounuamua) by Zach Coffin
11. Rockspinners (Ghost) by Zach Coffin
12. Sculpture of Tule Balsa Rafts by Jennifer Riley
13. Sculpture of Ohlone People by Jennifer Riley
14. Portal I by Jill Turman
15. Nautilus by Jill Turman
16. Bright Ideas by Delaine Hackney
17. Egrets With No Regrets by Dan Fontes
18. K Gallery at Rhythmix Cultural Works
19. Bridgeside Performance Glade
20. Neptune Beach Roller Coaster by Jon Altemus
21. Milestone by Marsha Brook
22. Julie's Cafe by David Burke
23. Into the Calm by Brad Rule
24. Looking Back by John Lausen
25. Born to Be Loved by Royyal Dog
26. Wesbter Gateway Mural by Dave Young Kim & Erik Burke
27. Watching Sea Creatures by Dylan Keene With Three Thirty Three Arts
28. Enchanted Alameda by Denis Duhkalov With Three Thirty Three Arts
29. Beauté de la Nature by Kemit Amenophis
30. Tidal Arch by Adrien Segal
31. Diatom Sculpture Series by Adrien Segal



# 3. Master Plan Preference Survey

| Location Name                   | Location Type  | Potential Art         | Latitude | Longitude | Visibility | Geographic Equity | Accessibility | Community Input | Environmental Suitability | Safety | Maintenance | Funding | Total Score | Weighted Even |      |
|---------------------------------|----------------|-----------------------|----------|-----------|------------|-------------------|---------------|-----------------|---------------------------|--------|-------------|---------|-------------|---------------|------|
|                                 |                |                       |          |           |            | 0.16              | 0.16          | 0.16            | 0.16                      | 0.16   | 0.16        |         |             |               |      |
| Main Street Ferry Terminal      | Ferry Terminal | Free Standing Art     | 37.7908  | -122.2939 | 7          | 8                 | 10            |                 |                           | 6      | 9           | 10 Y    | 50          | 6.40          | 5.90 |
| Alameda Point Neighborhood Park | Park           | Free Standing Art     | 37.7815  | -122.2921 | 5          | 4                 | 9             |                 |                           | 10     | 9           | 10 Y    | 47          | 5.92          | 5.05 |
| Bayport Park                    | Park           | Free Standing Art     | 37.7825  | -122.2874 | 5          | 5                 | 6             |                 |                           | 10     | 10          | 10 Y    | 46          | 5.76          | 4.90 |
| Neptune Park                    | Park           | Free Standing Art     | 37.7826  | -122.2759 | 9          | 5                 | 7             |                 |                           | 8      | 6           | 10 Y    | 45          | 5.60          | 5.15 |
| Marina Village Park             | Park           | Free Standing Art     | 37.7845  | -122.269  | 5          | 6                 | 7             |                 |                           | 7      | 9           | 10 Y    | 44          | 5.44          | 4.80 |
| Mastick Senior Center           | Building       | Murals, Free Standing | 37.7731  | -122.265  | 7          | 3                 | 10            |                 |                           | 9      | 8           | 10 Y    | 47          | 5.92          | 5.05 |
| Littlejohn Park                 | Park           | Free Standing Art     | 37.7765  | -122.2617 | 7          | 3                 | 8             |                 |                           | 9      | 8           | 10 Y    | 45          | 5.60          | 4.75 |
| Veterans Building               | Building       | Free Standing Art     | 37.7661  | -122.2468 | 6          | 5                 | 9             |                 |                           | 9      | 7           | 10 Y    | 46          | 5.76          | 5.20 |
| Lincoln Park                    | Park           | Murals, Free Standing | 37.7578  | -122.2295 | 6          | 10                | 7             |                 |                           | 10     | 9           | 10 Y    | 52          | 6.72          | 6.40 |
| Krusi Park                      | Park           | Free Standing Art     | 37.7536  | -122.24   | 6          | 9                 | 8             |                 |                           | 9      | 7           | 10 Y    | 49          | 6.24          | 6.05 |
| Towata Park                     | Park           | Free Standing Art     | 37.7504  | -122.2365 | 5          | 10                | 6             |                 |                           | 7      | 7           | 10 Y    | 45          | 5.6           | 5.55 |
| Godfrey Park                    | Park           | Murals, Free Standing | 37.7337  | -122.2325 | 5          | 8                 | 6             |                 |                           | 10     | 9           | 10 Y    | 48          | 6.08          | 5.60 |
| Shoreline Park                  | Park           | Free Standing Art     | 37.7383  | -122.2578 | 6          | 9                 | 8             |                 |                           | 6      | 8           | 10 Y    | 47          | 5.92          | 5.65 |
| Tillman Park                    | Park           | Free Standing Art     | 37.7427  | -122.2509 | 6          | 10                | 7             |                 |                           | 10     | 8           | 10 Y    | 51          | 6.56          | 6.35 |
| Franklin Park                   | Park           | Free Standing Art     | 37.7685  | -122.2615 | 6          | 9                 | 8             |                 |                           | 10     | 8           | 10 Y    | 51          | 6.56          | 6.25 |
| Portola Triangle                | Park           | Free Standing Art     | 37.7722  | -122.2082 | 6          | 6                 | 8             |                 |                           | 8      | 7           | 10 Y    | 45          | 5.6           | 5.15 |
| Washington Park                 | Park           | Mural                 | 37.7701  | -122.274  | 6          | 6                 | 8             |                 |                           | 9      | 7           | 10 Y    | 46          | 5.76          | 5.30 |
| Longfellow Park                 | Park           | Mural                 | 37.7749  | -122.2813 | 5          | 5                 | 6             |                 |                           | 9      | 8           | 10 Y    | 43          | 5.28          | 4.65 |
| Woodstock Park                  | Park           | Free Standing Art     | 37.7779  | -122.2862 | 6          | 5                 | 6             |                 |                           | 10     | 9           | 10 Y    | 46          | 5.76          | 5.00 |
| Encinal Boat Ramp               | Picnic Area    | Free Standing Art     | 37.7699  | -122.2915 | 4          | 5                 | 6             |                 |                           | 5      | 7           | 10 Y    | 37          | 4.32          | 3.85 |
| Seaplane Lagoon Ferry Terminal  | Ferry Terminal | Free Standing Art     | 37.7772  | -122.2983 | 7          | 5                 | 9             |                 |                           | 5      | 7           | 10 Y    | 43          | 5.28          | 4.75 |
| De-Pave Park                    | Park           | Free Standing Art     | 37.7785  | -122.3099 | 5          | 6                 | 6             |                 |                           | 6      | 8           | 10 Y    | 41          | 4.96          | 4.45 |
| 4th & Central                   | Roundabout     | Free Standing Art     | 37.7717  | -122.2861 | 8          | 6                 | 8             |                 |                           | 7      | 6           | 10 Y    | 45          | 5.60          | 5.25 |
| Central & Encinal               | Roundabout     | Free Standing Art     | 37.771   | -122.2635 | 8          | 6                 | 7             |                 |                           | 7      | 6           | 10 Y    | 44          | 5.44          | 5.10 |
| Tilden & Broadway               | Roundabout     | Free Standing Art     | 37.7673  | -122.2353 | 9          | 3                 | 9             |                 |                           | 7      | 6           | 10 Y    | 44          | 5.44          | 4.80 |
| Central & Lincoln               | Roundabout     | Free Standing Art     | 37.7738  | -122.2904 | 8          | 5                 | 8             |                 |                           | 7      | 6           | 10 Y    | 44          | 5.44          | 5.00 |
|                                 |                |                       | Weight   |           |            | 0.15              | 0.25          | 0.15            | 0.25                      | 0.15   | 0.05        |         |             |               |      |



## 2. Master Plan Development Criteria

- **Consider Visibility:** combination analysis of pedestrian plan, annual report on transportation, traffic map, trail maps, and observation.
- **Evaluate Accessibility:** score based on curb cut access, paved sidewalks, nearby transit, accessible parking, access through site.
- **Equitable Geographic Distribution:** How close proposed locations are to existing public art in Alameda.
- **Environmental Suitability:** factors such as climate, exposure to water, animals, birds, light exposure, wind patterns, and existing landscape features, to determine if they are appropriate for the artwork.
- **Safety:** Score given based on traffic volume, pedestrian safety, natural hazards.

# Community Engagement

## Ranked Potential Public Art Locations\*



Rank the suggested locations by moving them up and down using the three lines on the right side of each white bar.



Washington Park



Krusi Park



Tillman Park



Towata Park



Shoreline Park



Portola Triangle



Franklin Park



Central & Encinal Roundabout



Lincoln Park



Main Street Ferry Terminal



Godfrey Park



Central & 4th Roundabout

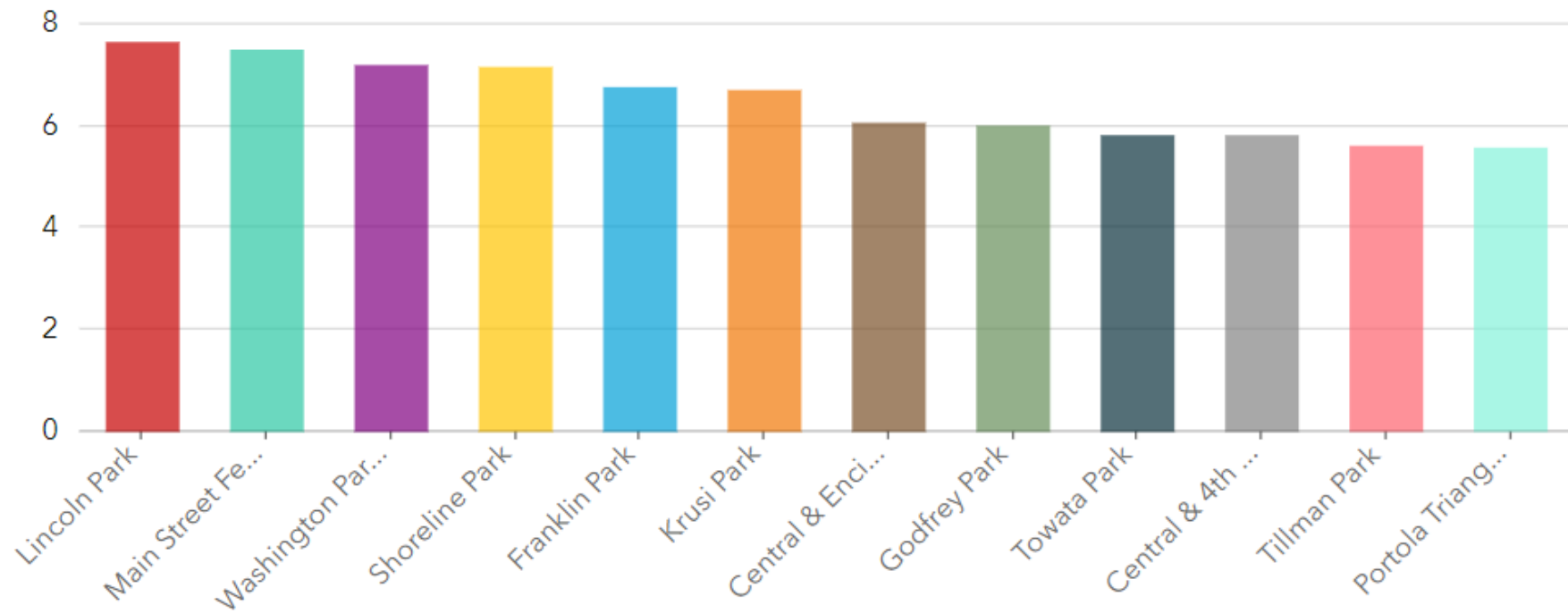
Reset

## Ranked Potential Public Art Locations \*



Column

Bar



# Next Steps

Review and  
implement  
data received  
from outreach  
survey

May - June

Return to  
PAC with  
Results and  
Data. Confirm  
Site Selection  
for 2024 RFP

June - August

Begin  
process for  
creating 2024  
Physical Art  
RFP

August -