



Final Mural Design Comp
CORICA PARK FIRE TOWER

4.05.24

PREPARED FOR:



City of Alameda Planning Division

Exhibit 2
Item 5-A, May 13, 2024
Planning Board Meeting

PRESENTED BY:





PROJECT OVERVIEW

This mural project is fully funded by Greenway Golf Associates and is a part of their leasing agreement with the City of Alameda to maintain the fire tower at the entrance to Corica Park Golf Course. Greenway Golf has enlisted Local Edition Creative, a local arts consulting & management agency known for developing and producing high quality art installations, to design and manage the mural planning and production process. A landscape plan for the fire tower site has already been submitted to the City of Alameda.

Artwork Objectives -

- ▶ Nature, environmental focus
- ▶ Modern, interesting design style unique to most golf course settings
- ▶ Design that works with the environment of a golf course and the adjacent residential neighborhood
- ▶ Incorporating the design on all 4 sides of the tower structure
- ▶ Targeted installation date: TBD 2024

Artwork Care & Lifespan -

The mural will be sealed with a professional high quality UV/Anti-graffiti coating that will enable the artwork to maintain its vibrancy for at least 7-10 years before another coating may need to be applied. No maintenance will be necessary unless minor repairs are needed due to damage. Local Edition Creative will work with Greenway Golf Associates to ensure the artwork's quality is maintained while it remains on public display.

MURAL SITE



View of the North side of the tower from Island Dr.



View from the neighborhood across the street from the golf course entrance

MURAL SITE

Note: The small roof has been removed over the delivery entrance on the South Side of the tower. The antenna on the roof will be removed and perforated metal grates will be installed over the windows.



East Side Facing the Golf Course



West Side Facing Island Dr.

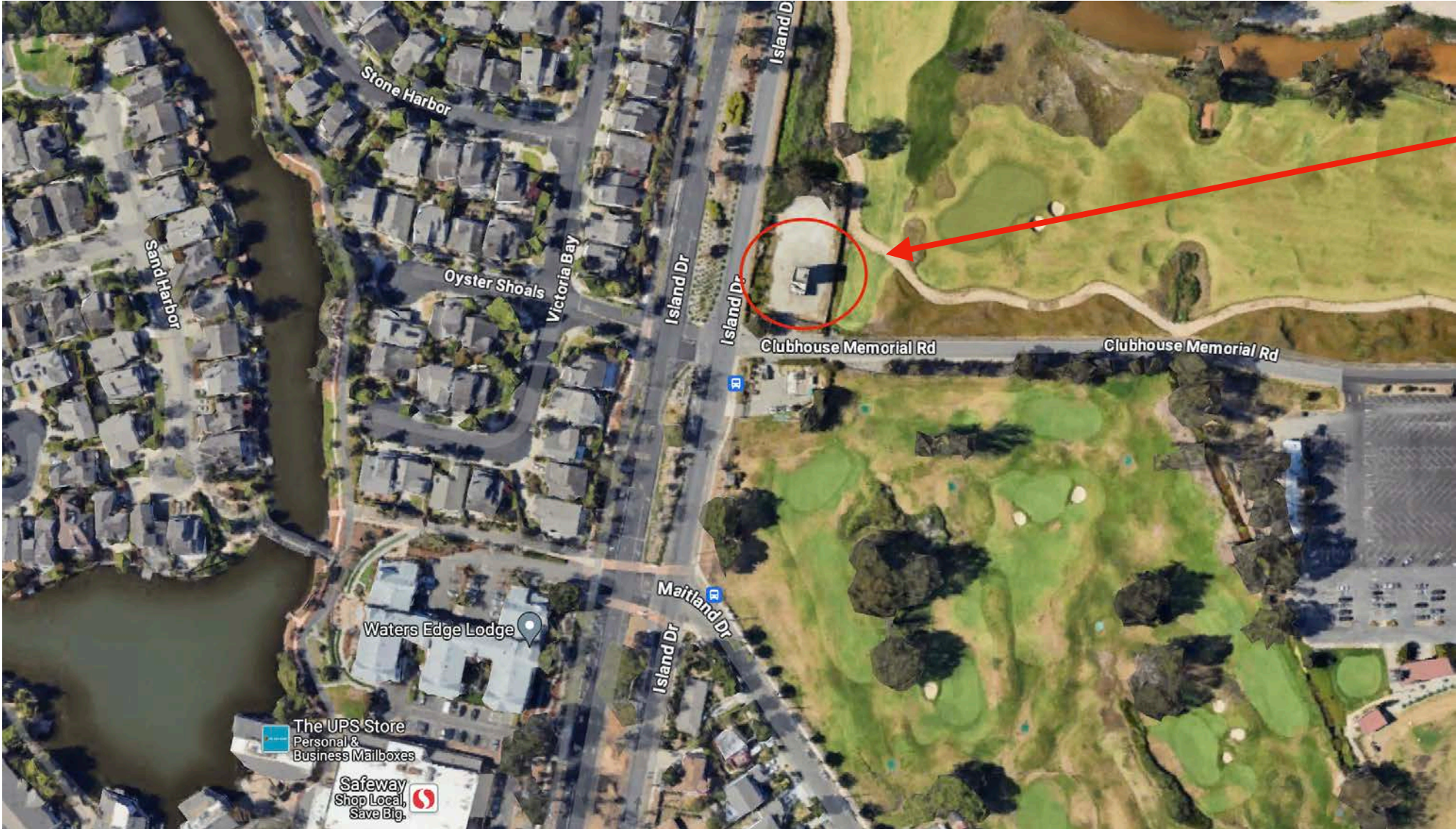


North Side



South Side

LOCATION BIRD'S EYE VIEW



The fire tower is approximately 40 feet from the public roadway



DESIGN NARRATIVE

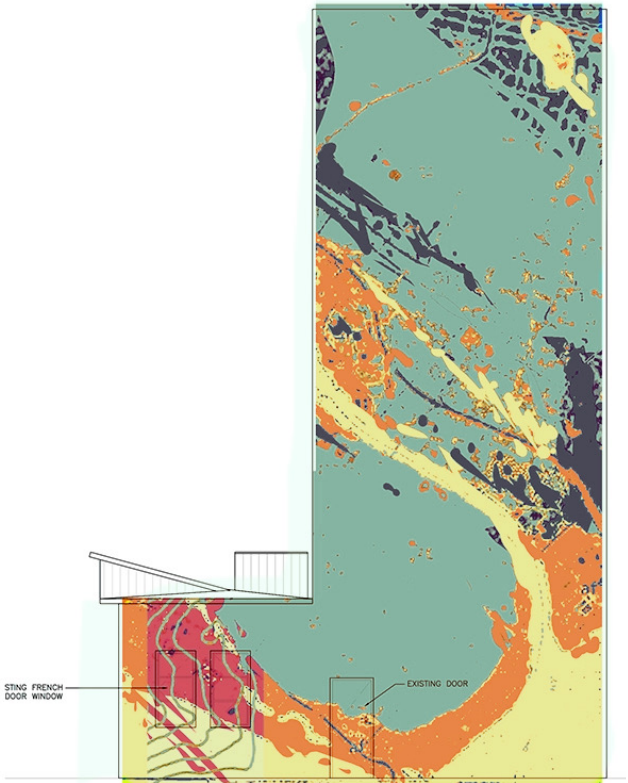
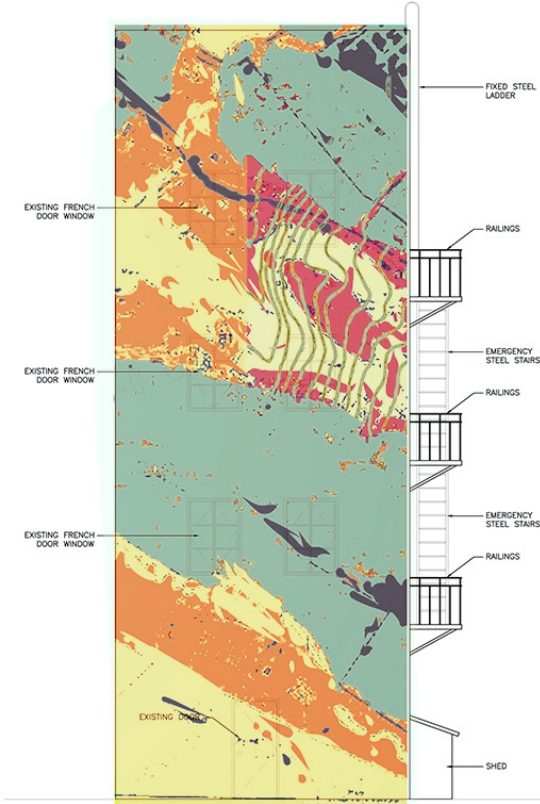
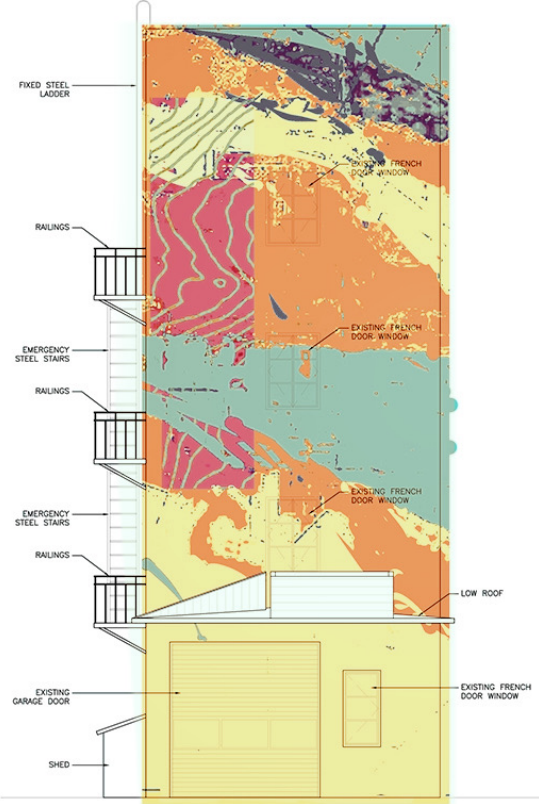
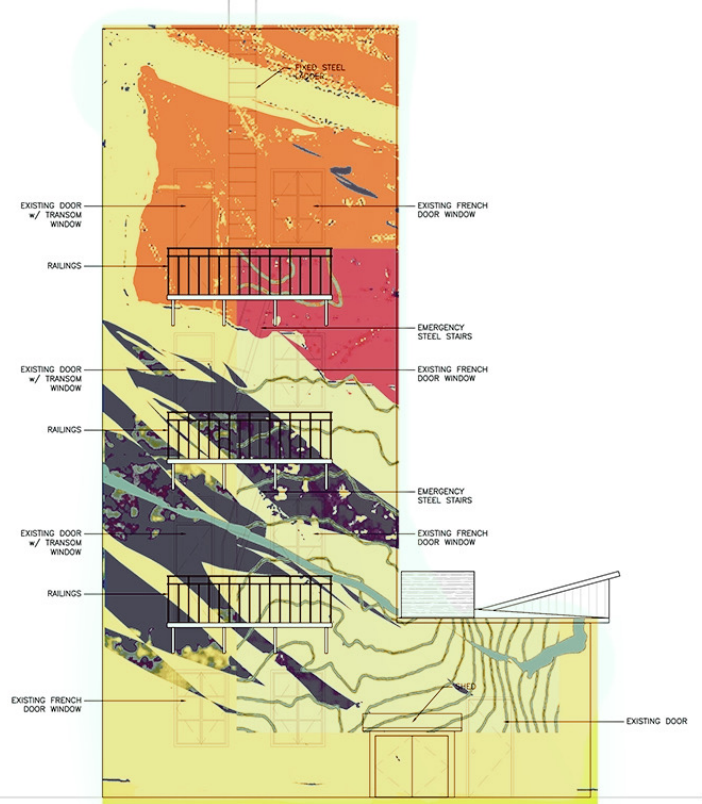
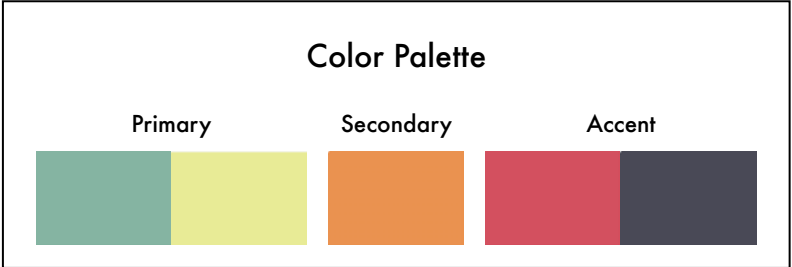
Translating a local topographical map into abstract contemporary art, our mural concept is to create an abstracted topographic artwork from a bird's eye view of a section of Alameda, deconstructed.

The mural will honor the unique and tranquil setting while also evoking something locals are familiar with, even if subconsciously. The color palette will work harmoniously with both the golf course and the surrounding community.

The nature of this design will turn the fire tower into a veritable sculpture work of art and not simply a mural. What's especially enticing about this concept is there currently is no other public art in Alameda with this approach. This design will add a new element to the community's public art collection.

Color Profile - A

Color Palette "A" leads with primary colors of seafoam green and primrose giving a soothing feel to the abstract Impressionism inspired design



Color Profile - A

Rendering view from the East Elevation facing the golf course



Color Profile - A






Rendering view from the West Elevation facing the street and neighborhood

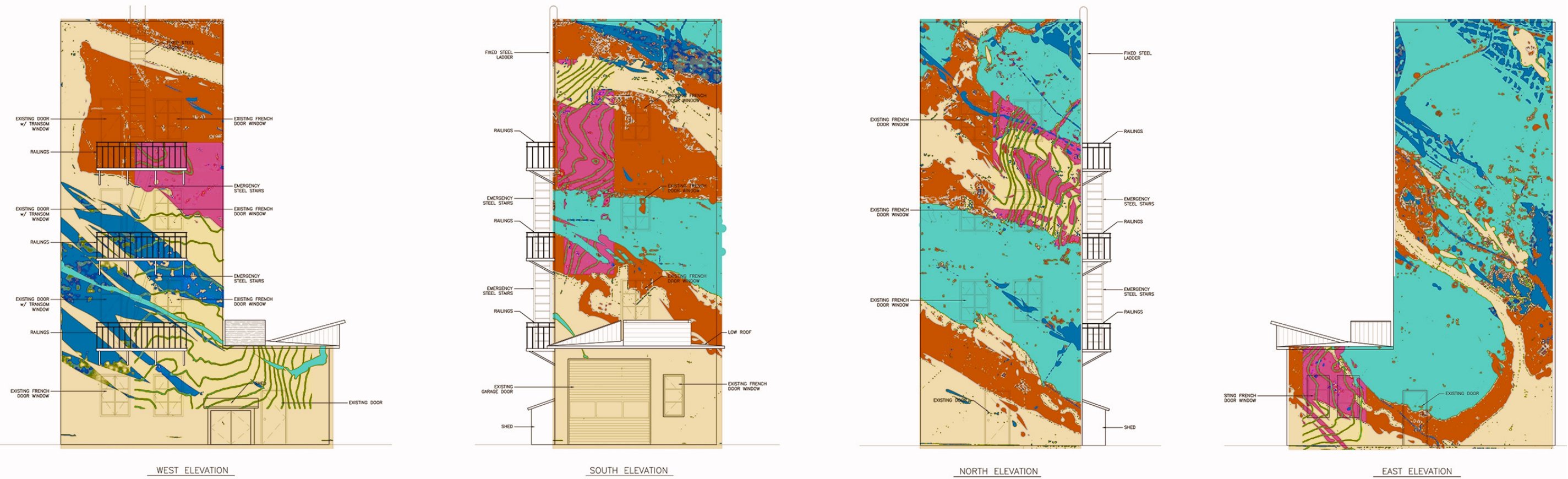


Color Profile - B

Color Palette "B" leads with primary colors of turquoise and wheat leading to a more contemporary, vibrant contrast to the landscape shapes

Color Palette

Primary	Secondary	Accent		
				



Color Profile - B

Rendering view from the East Elevation facing the golf course



Color Profile - B

Rendering view from the West Elevation facing the street and neighborhood

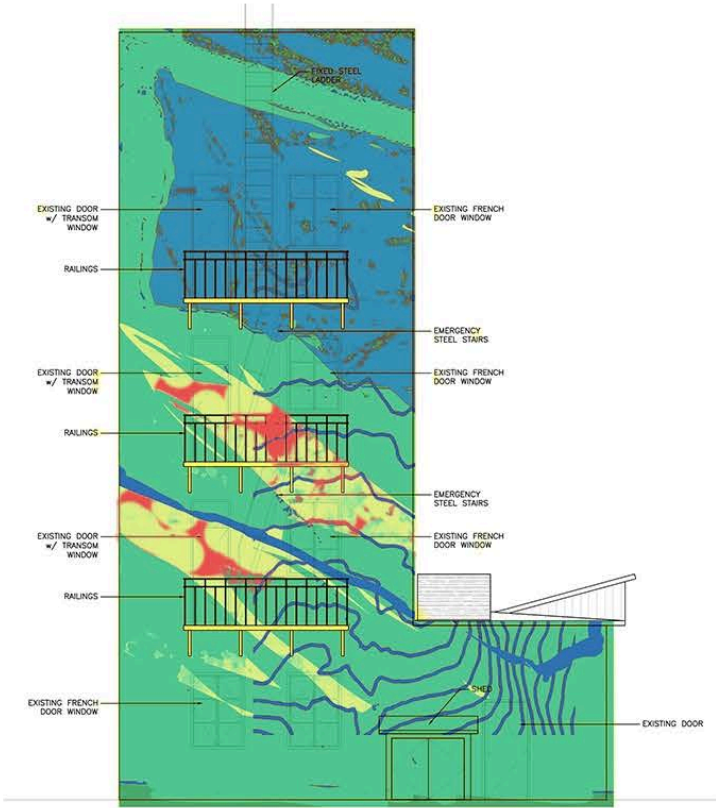


Color Profile - C

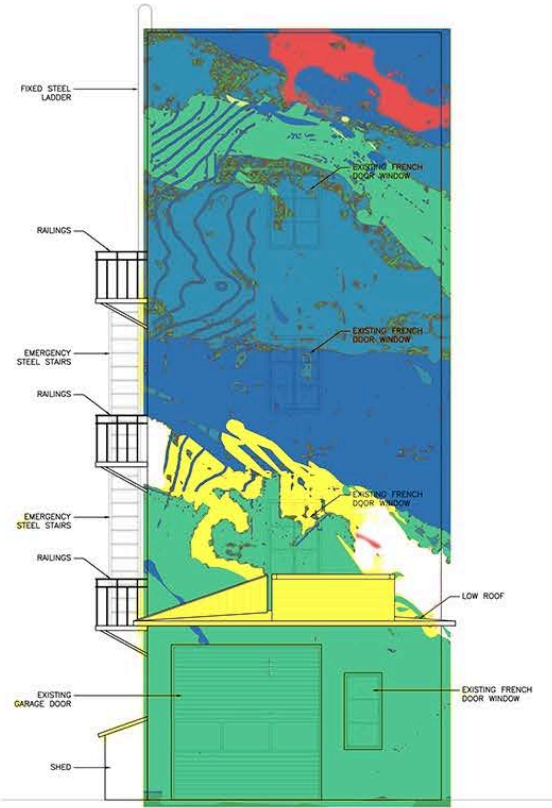
Color Palette "C" evokes nautical vibes with primary colors of ocean blue and sea green accented with sun yellow and coral red

Color Palette

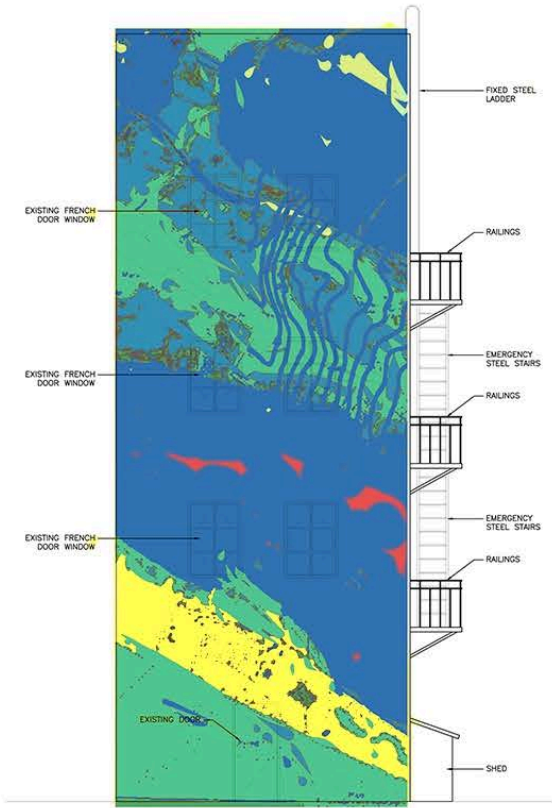
Primary	Secondary	Accent		



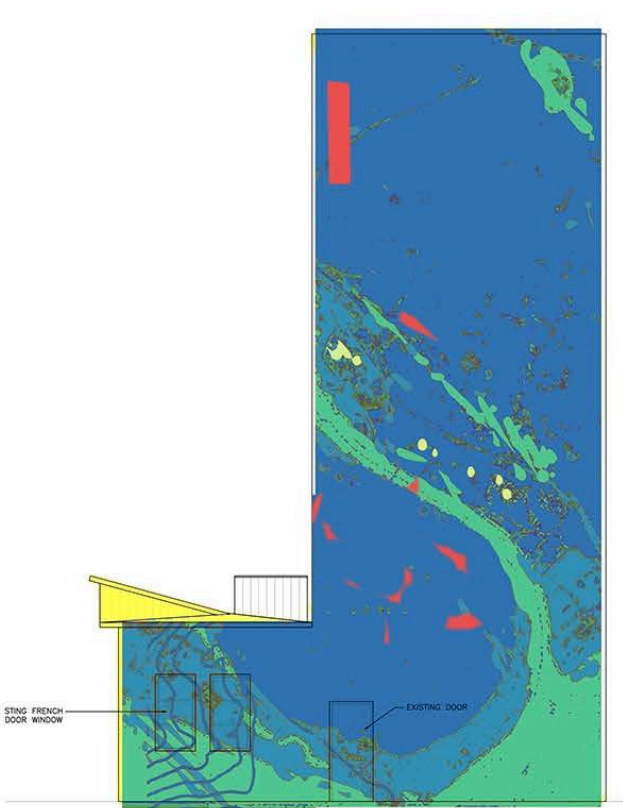
WEST ELEVATION



SOUTH ELEVATION



NORTH ELEVATION



EAST ELEVATION

Color Profile - C

Rendering view from the East Elevation facing the golf course



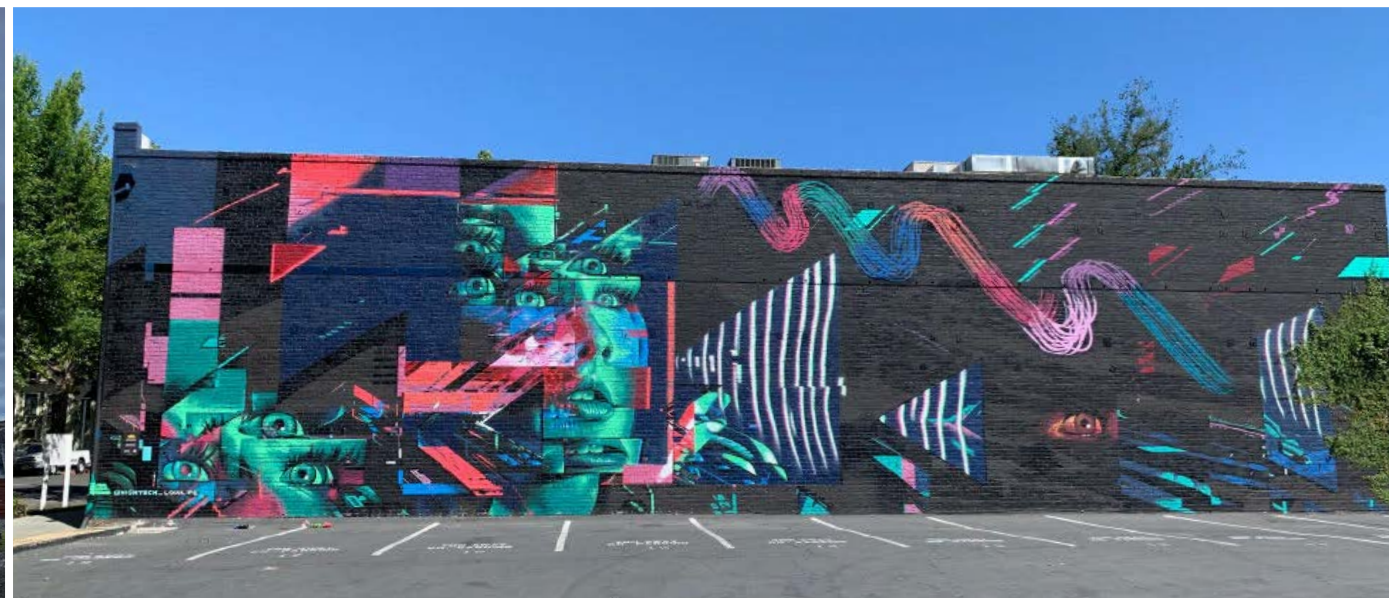
Color Profile - C

Rendering view from the West Elevation facing the street and neighborhood



About the Artist

John Horton has over 20 years of experience as a multidisciplinary artist. Residing in Sacramento, CA, he spent many years working as an artistic director and digital designer for an agency before embarking on a career as a full-time artist. John is skilled in rendering high-end work with spray paint, a brush, or digital art and has the unique talent to render numerous styles.



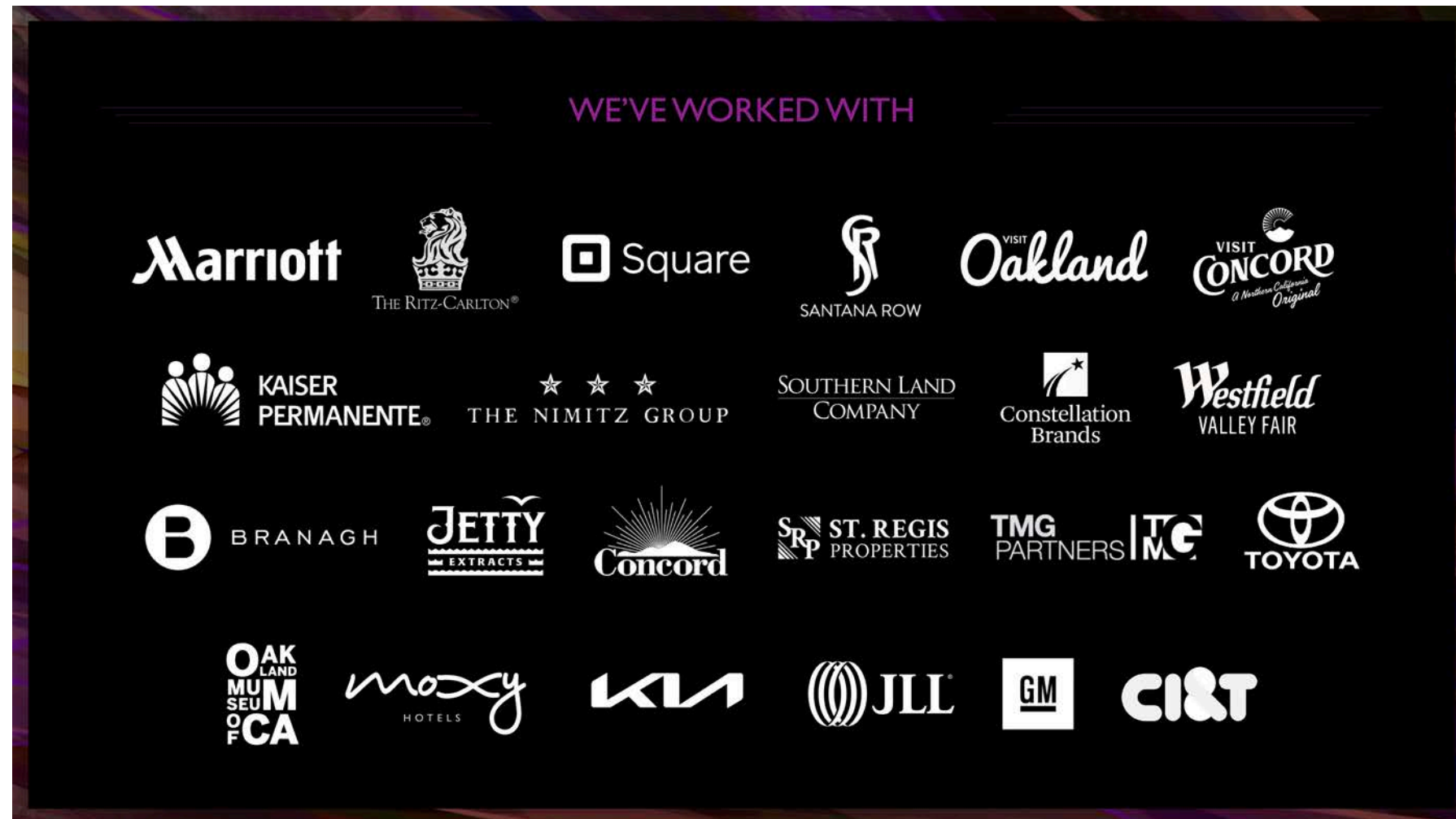
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ARTIST - JOHN HORTON
CORICA PARK FIRE TOWER
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About the Art Consulting & Management Agency

Local Edition Creative is an art-centric agency with a focus on project development, art curation & design, production, and engaging experiences. We have a robust record of delivering impactful public and private art projects. Our team is adept at navigating the often complex steps it takes to develop a successful artistic project from start to finish. We provide a full-service experience including strategy, consulting, planning and facilitation for: businesses, municipalities and counties, hospitality groups, developers, and tourism organizations.



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ART CONSULTANT & MANAGEMENT AGENCY
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Thank You!

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Local Edition Creative

