



Public Art Program

History + Lessons Learned

October 21, 2024

Public Art Ordinance

- Adopted in **2003**
- Requires most **projects with development costs over \$250,000** to dedicate **1% of their construction costs to public art.**
- This artwork can be located **on-site**, or the developer can choose to **contribute an in-lieu fee** to the public art fund.
 - On-site artwork is chosen by the developer, with PAC review and approval
 - The Public Art Fund is used for physical and cultural arts grants, as well as maintenance of existing artwork.



Willie Stargell Baseball Monument
Michael Bondi
Alameda Landing

Public Art Program Activities

- Issue and administer Public Art Fund grants
 - Physical Artwork
 - Cultural Arts and Arts Programming
- Facilitate the review and approval of On-site Public Artwork
- Manage and maintain Alameda's inventory of public art
- Staff the Public Art Commission
- Other activities such as disseminating Public Art updates via an email newsletter, writing talking points for Commissioners, developing Program materials and resources.

Public Art Timeline: 2003 to 2015

Into the Calm II +
Looking Back +
Outdoor
Performance
Space

K Gallery

Milestone +
Bright Ideas

Portal I +
Nautilus +
Synergy
Report

Willie
Stargell
Monument
+ Maritime
Commerce
in Alameda

Semi Ripples

The Ohlone
People +
Tule Balsa
Rafts

2006

2007

2008

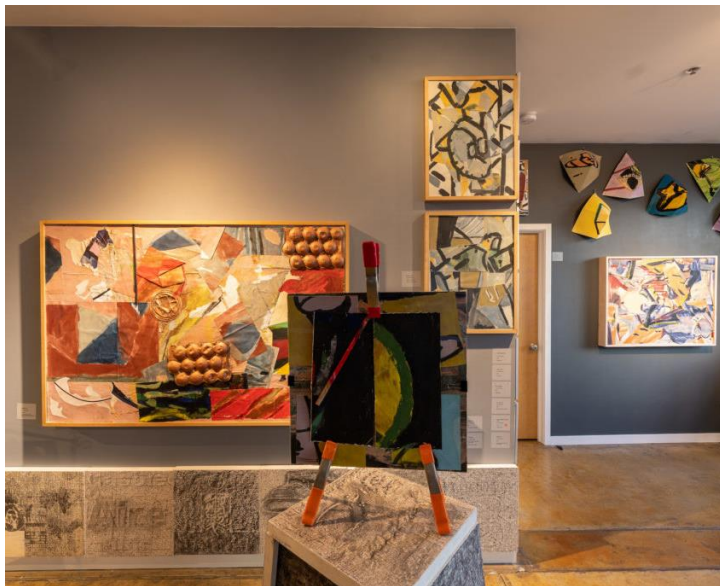
2011

2013

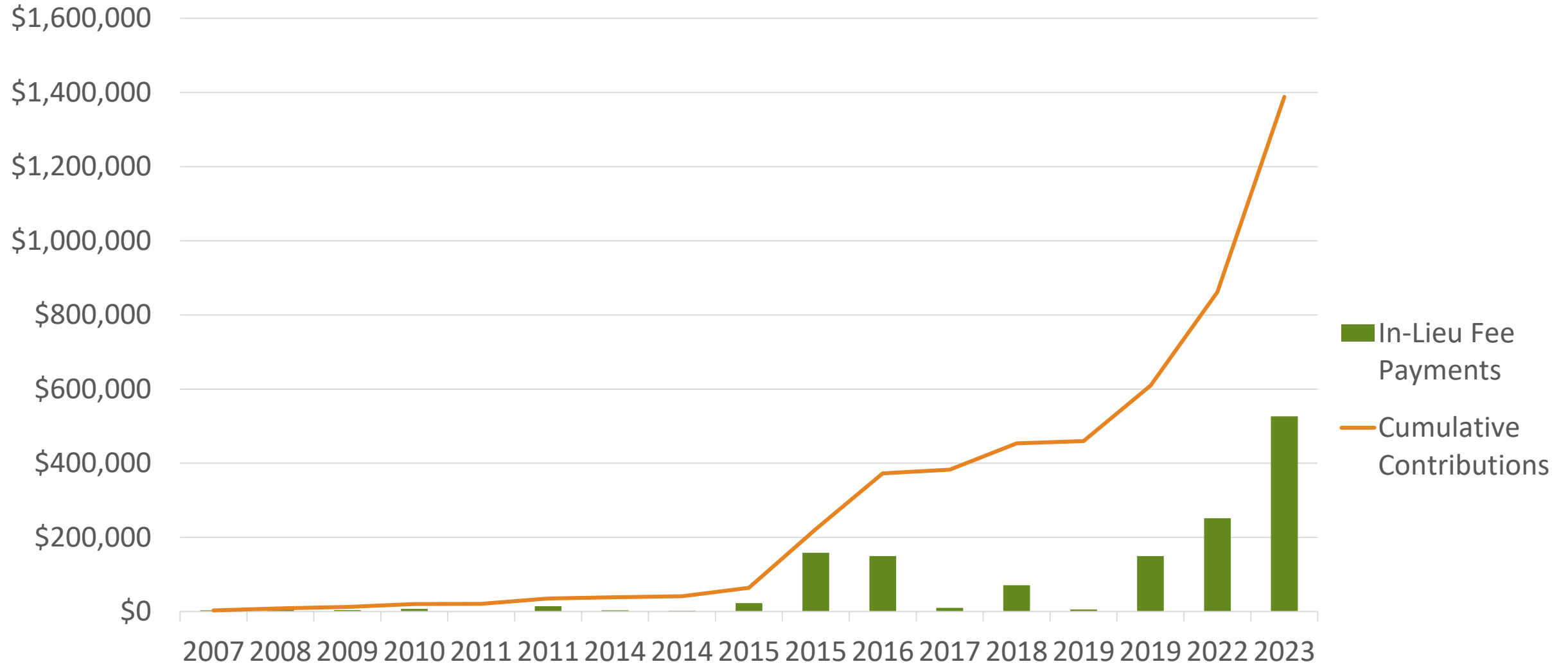
2014

2015

2016



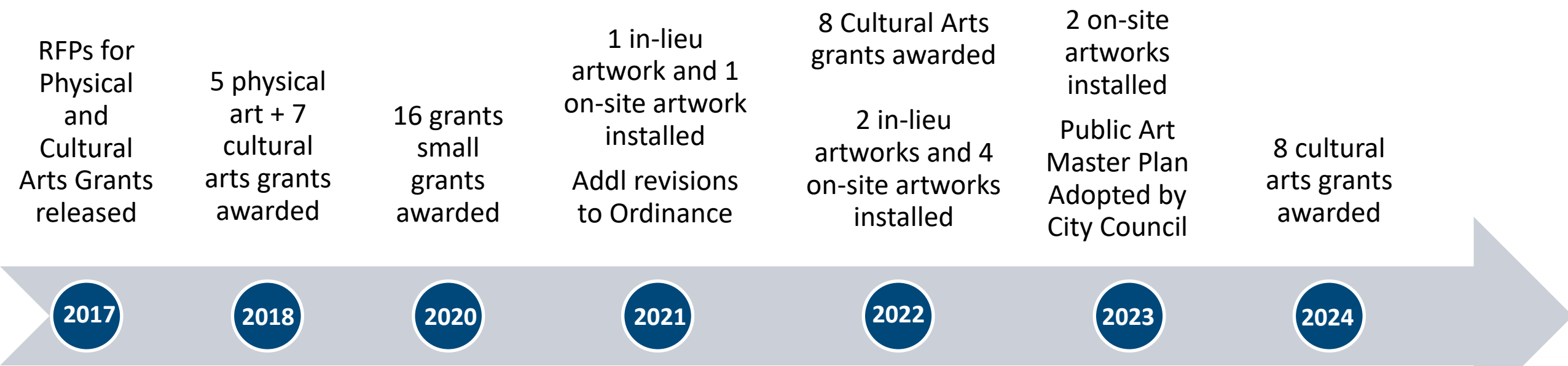
Public Art Fund Contributions, 2007-2024



Public Art Timeline: 2015/16

- First program staff hired
- Two large contributions to the Public Art Fund
 - Average balance prior to 2015: \$65,000
 - 2016 balance: \$375,000
- Revisions to the Public Art Ordinance
 - Removed the \$150,000 cap on Public Art Fund contributions
 - Removed historic or maritime requirement
 - Allowed grants to non-profits from the Public Art Fund
 - Removed maintenance and administrative costs as allowable uses of the Fund

Public Art Timeline: 2017 to Present



Animate Dance
Festival

Island City Waterways

Love Our Island Art
Walk

Opera in the Park

Second Friday Art
Walk

Lunar New Year
Celebration

Second Friday Art
Walk

Plein Air Paintout

American Landscape

Fiesta Alameda

Backstory

East Bay Open Studios

Alameda

PAL in the Park

Plein Air Paintout

Breathe

Porchfest Alameda

Alameda Summer Art
Fair

Alameda Haunt Your
House

Words That Made the
Difference

Webster Mural

Metalmorphosis

Balance

Rockspinners

Egrets with No Regrets

Beken

Alameda Afore

Neptune Beach Roller
Coaster

Tidal Arch

Asian Pacific Islander
Cultural Festival

RE-Cycle

Rhythmix Rising Seas
Project

Together in Motion
Dance Festival

Fiesta Alameda

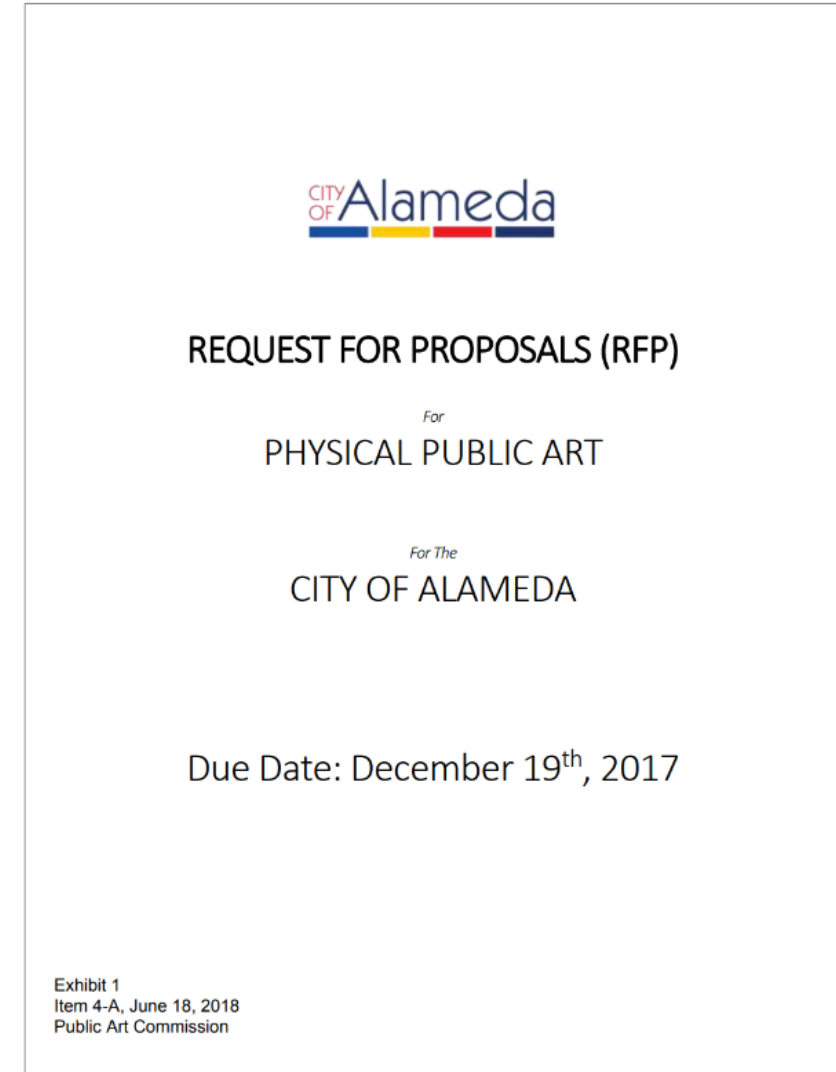
La Bayadere

Rhythmix in the Parks

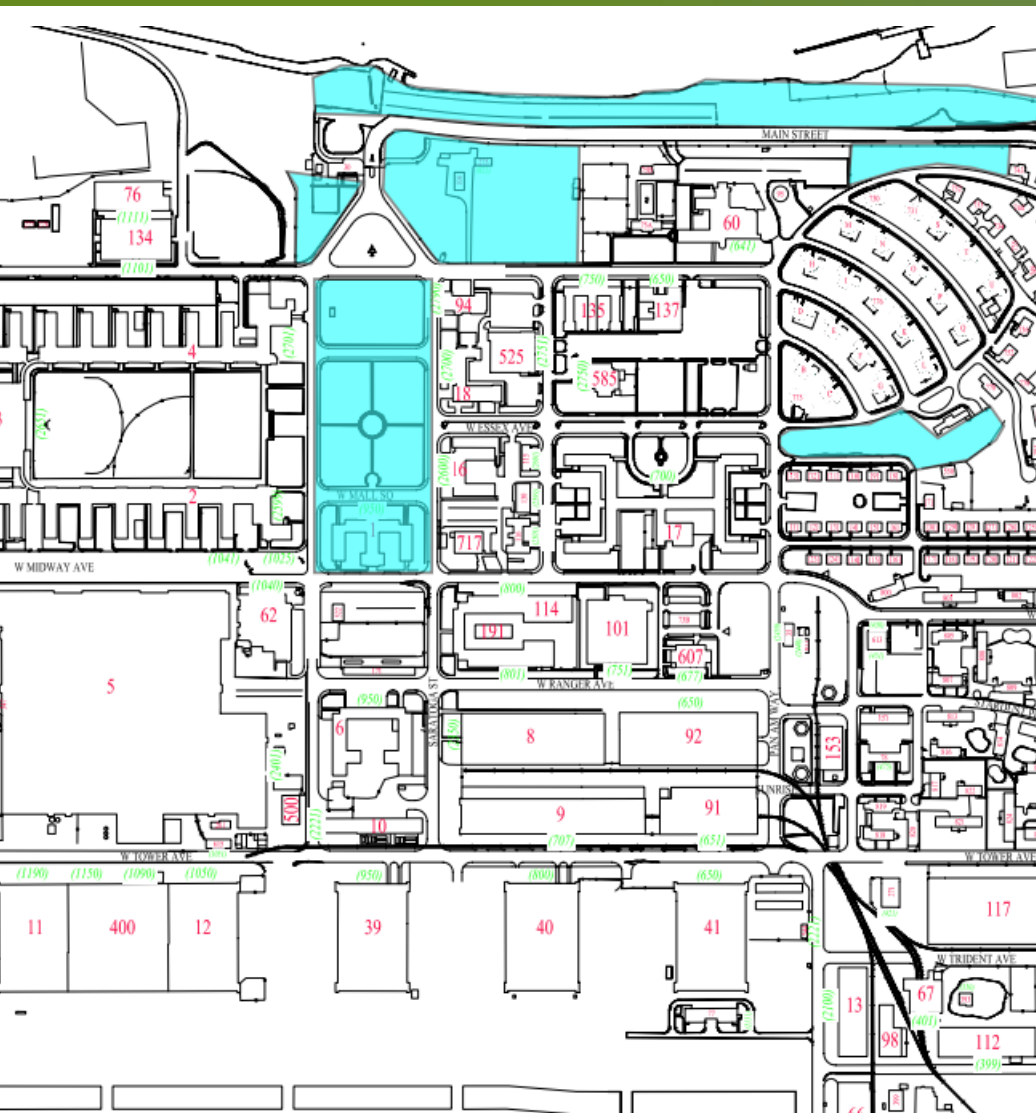


2017 Physical Art Grant RFP Case Study

- Request for Proposals
 - Requires detailed proposal in first application round
- Request for qualifications
 - Requires more general information, followed by a detailed proposal from a short list of compensated applicants.
- No identification of artwork location



2017 Physical Art Grant RFP Case Study



CENTRAL AV & HIGH ST
 ENCINAL AV & HIGH ST
 HIGH ST & OTIS DR
 BROADWAY & OTIS DR
 BROADWAY & ENCINAL AV
 BROADWAY & CENTRAL AV
 BROADWAY & SANTA CLARA AV
 BROADWAY & BUENA VISTA AV
 BROADWAY & TILDEN
 FERNSIDE BL & BLANDING AV & TILDEN WY
 BLANDING AV & PARK ST
 CLEMENT AV & PARK ST
 BUENA VISTA AV & PARK ST
 LINCOLN AV & PARK ST
 PARK ST & SANTA CLARA AV
 CENTRAL AV & PARK ST
 ALAMEDA AV & PARK ST
 BUENA VISTA AV & TILDEN WY
 ENCINAL AV & PARK ST
 PARK ST & SAN JOSE AV
 OTIS DR & PARK ST
 OTIS DR & SOUTHSORE CTR W
 OTIS DR & WILLOW ST
 BUENA VISTA AV & OAK ST
 LINCOLN AV & OAK ST
 OAK ST & SANTA CLARA AV

8TH ST & SANTA CLARA AV
 8TH ST & CONSTITUTION WY & LINCOLN AV
 BUENA VISTA AV & CONSTITUTION WY
 ATLANTIC AV & CONSTITUTION WY
 CONSTITUTION WY & MARINA VILLAGE PW
 CHALLENGER DR & MARINA VILLAGE PW
 CHALLENGER DR & ATLANTIC AV
 CONSTITUTION & MARINER SQUARE
 ATLANTIC AV & WEBSTER
 WEBSTER ST & WILLIE STARGELL AV
 BUENA VISTA AV & WEBSTER ST
 LINCOLN AV & WEBSTER ST
 SANTA CLARA AV & WEBSTER ST
 CENTRAL AV & WEBSTER ST
 PACIFIC AV & WEBSTER ST
 4TH ST & CENTRAL AV
 5TH ST & LINCOLN AV
 CAMPUS DR & RALPH APPEZZATO MEMORIAL PW
 5TH ST & RALPH APPEZZATO MEMORIAL PW
 POGGI ST & RALPH APPEZZATO MEMORIAL
 3RD ST & RALPH APPEZZATO MEMORIAL PW
 MAIN ST & R. APPEZZATO MEM PW & W ATLANTIC AV
 MAIN ST & PACIFIC AV
 3RD ST & PACIFIC AV
 MAIN ST & W MIDWAY AV
 MAIN ST & SINGLETON AV

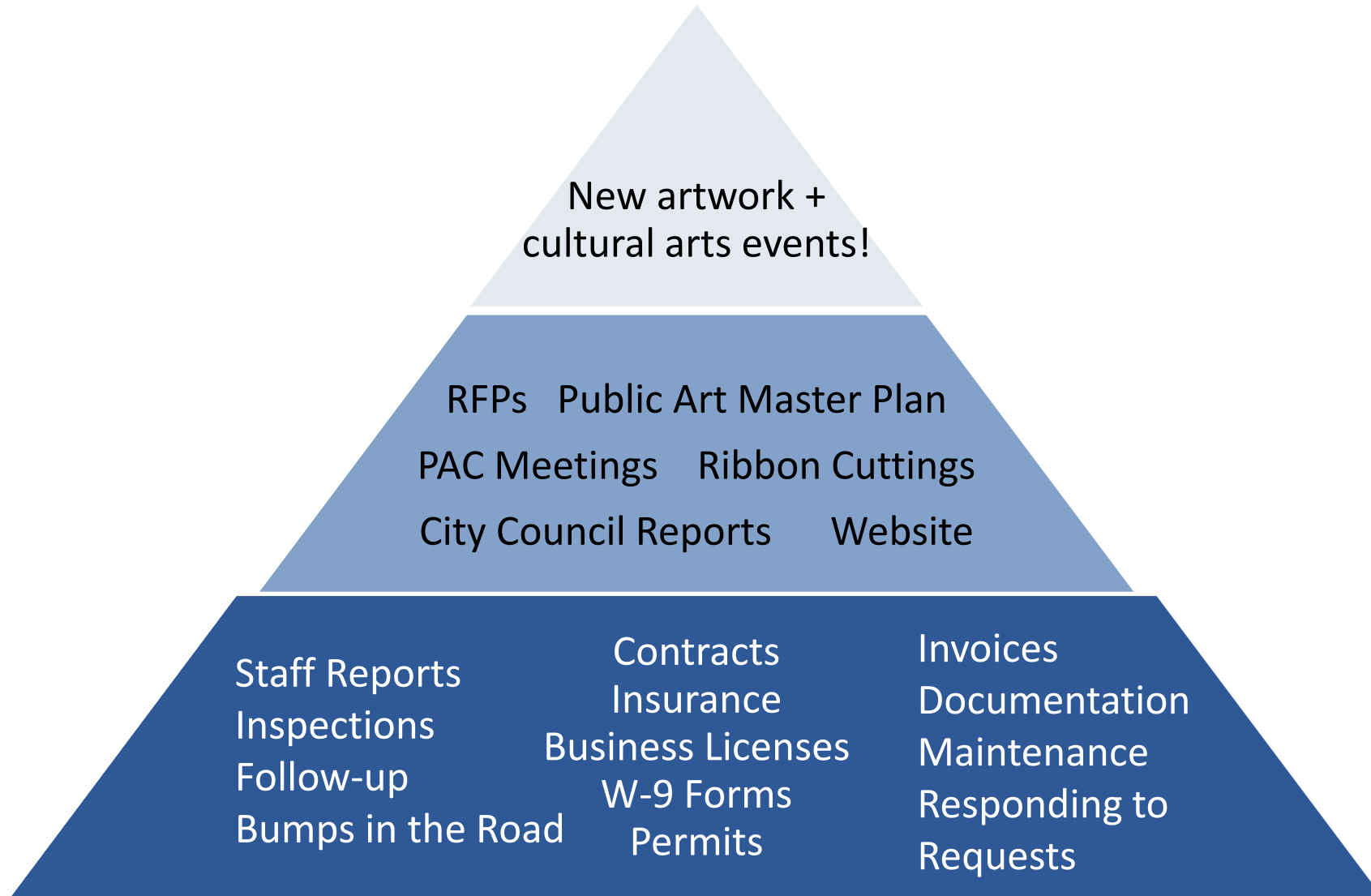
Rockspinners Case Study



Egrets with No Regrets Case Study



Lessons Learned



Lessons Learned

2. An RFQ is the industry standard for most physical art grants
3. Prior to releasing an RFQ, staff should identify and evaluate locations for physical artwork
4. In most cases, public art should be limited to public property
5. Successful implementation of public art in Alameda requires efficient use of staff time and opportunistic use of resources.



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