

PUBLIC ART APPLICATION

Project Information

Project Name: Subpar Miniature Golf
 Art Allocation: \$23,000
 Development Location/Address: 1600 Park St. Alameda, CA 94501
 Developer: Subpar Entertainment LLC Contact Person: Michael Taft
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____

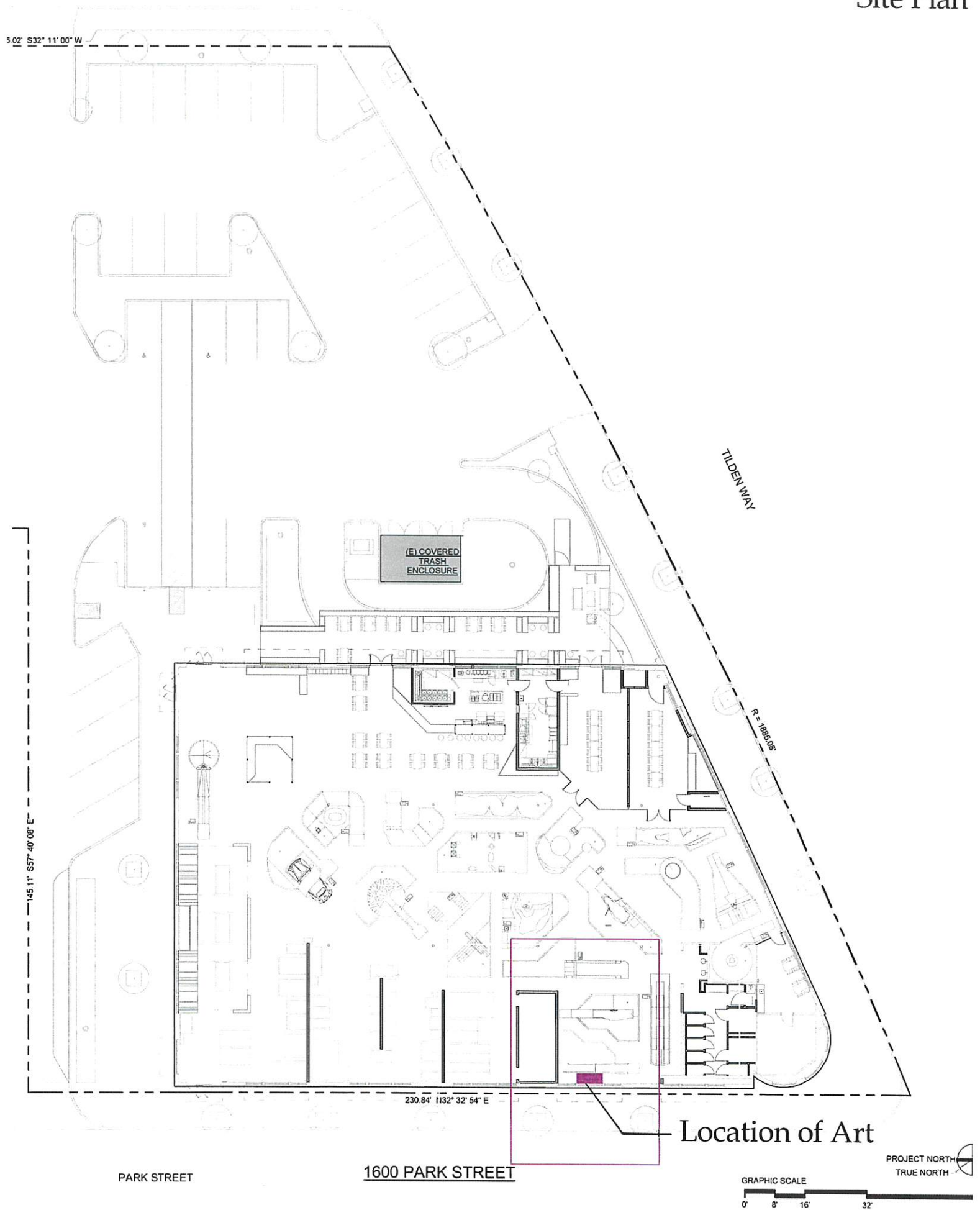
Owner Information

Property Owner: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____

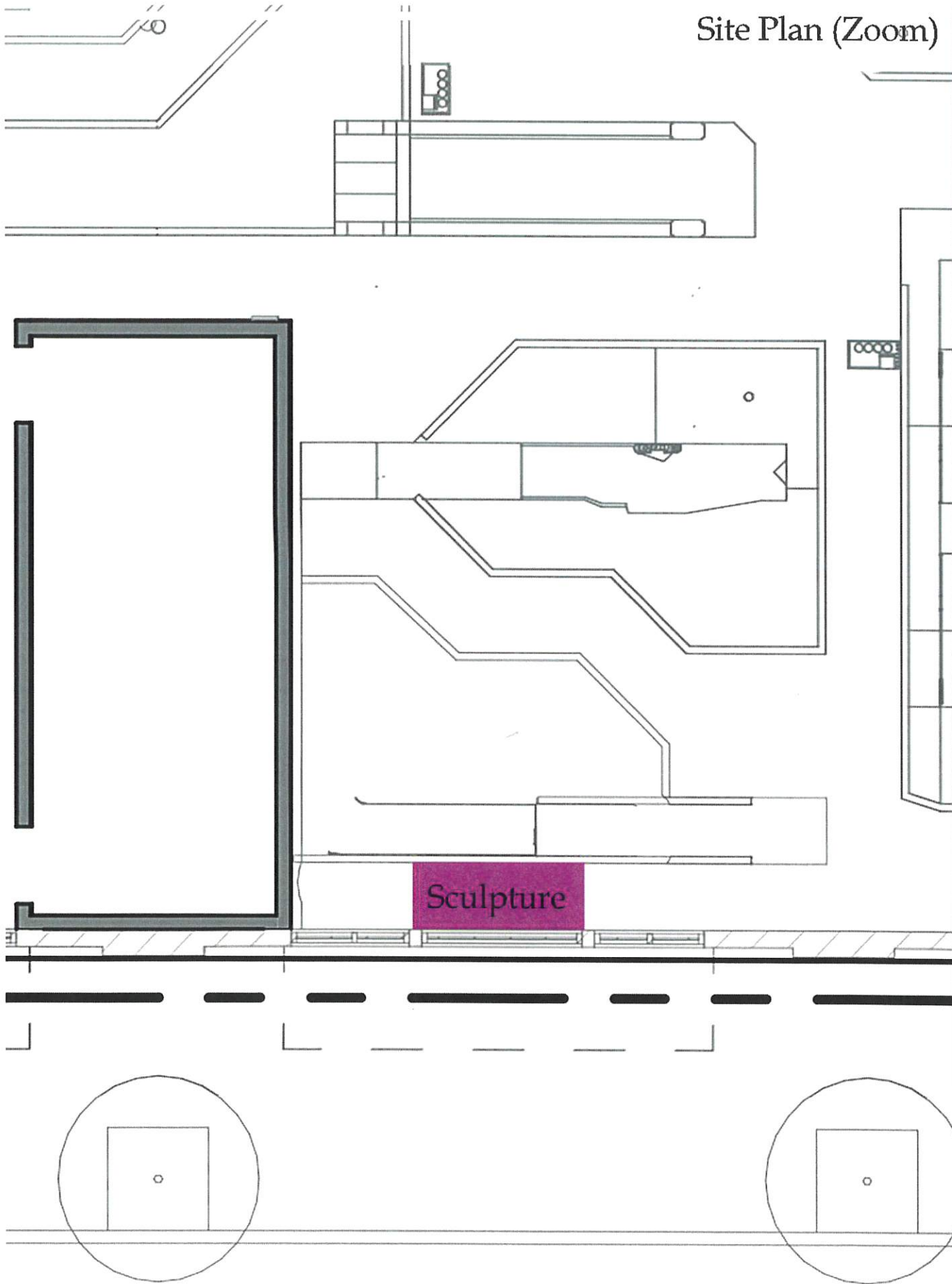
Artist Information

Artist: Jon Altemus
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____

Project Title: Neptune Beach Roller Coaster
 Proposed Art Site (be specific): In a display case in the window of our building
Adjacent to Park St. Will be visible from sidewalk.
 Description of Art Project: A scale model/artist's interpretation of the original roller coaster
at the amusement park that operated at Neptune Beach from 1917-1939.
 Scope/Dimensions: 6' long by 2' wide by 6' tall (including display case)
 Media: Model: Urethane sculpting foam, wood, epoxy. Acrylic and hardwood display case.

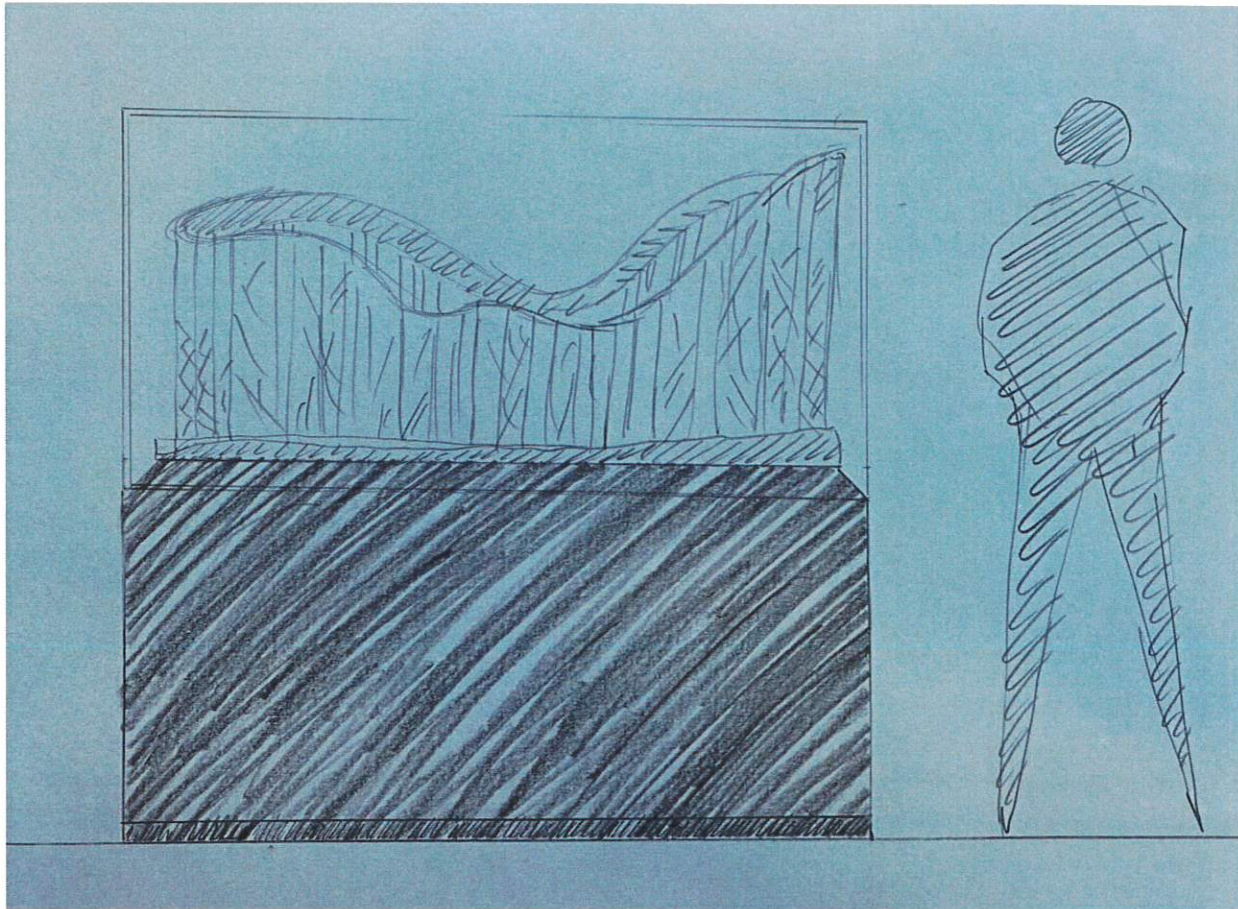


Site Plan (Zoom)

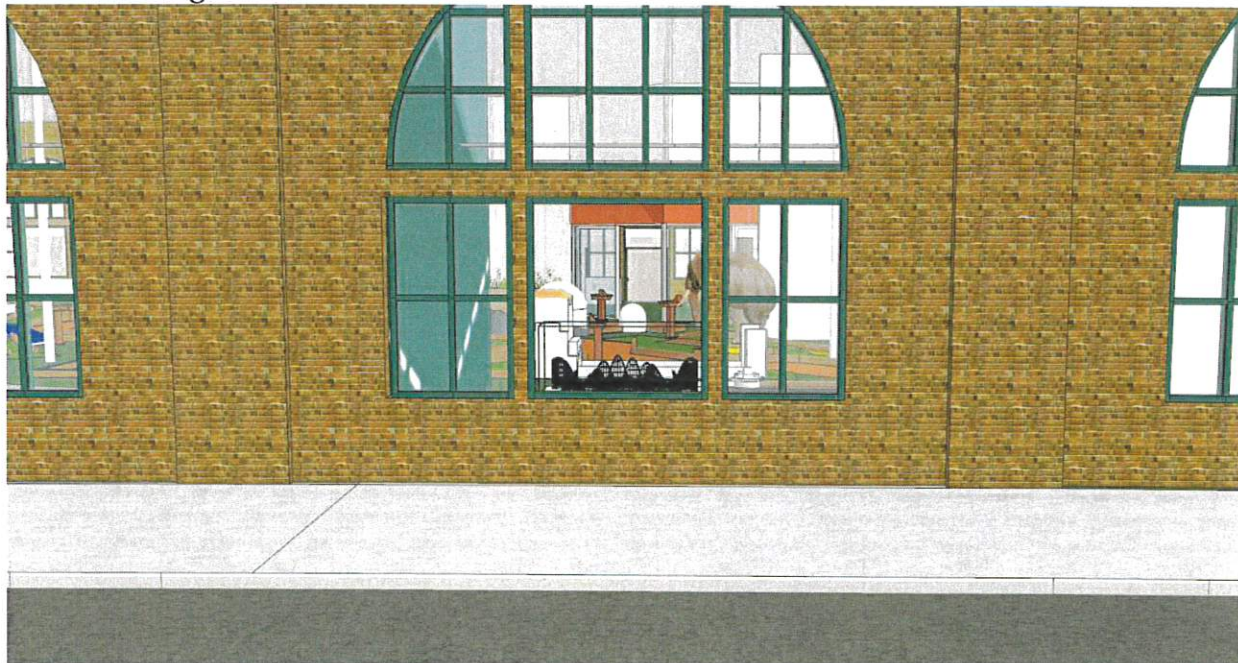


PARK STREET

Artist Hand Sketch

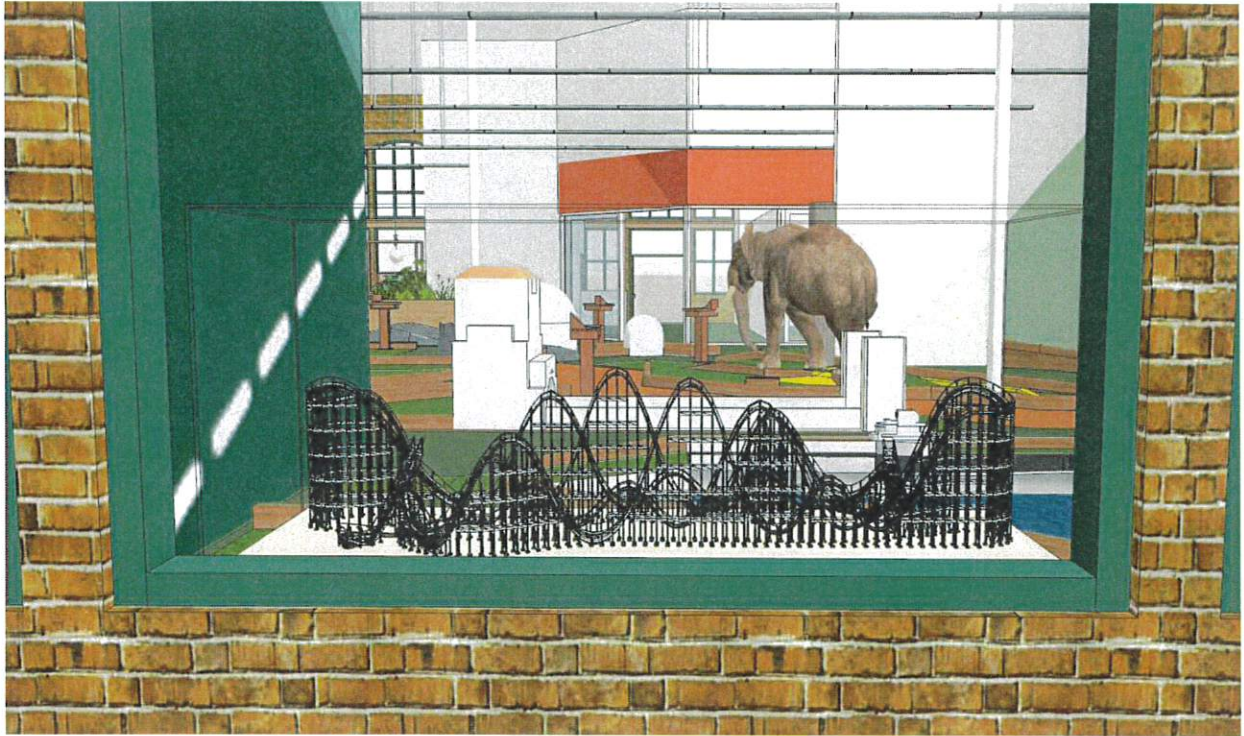


3D Rendering From Street

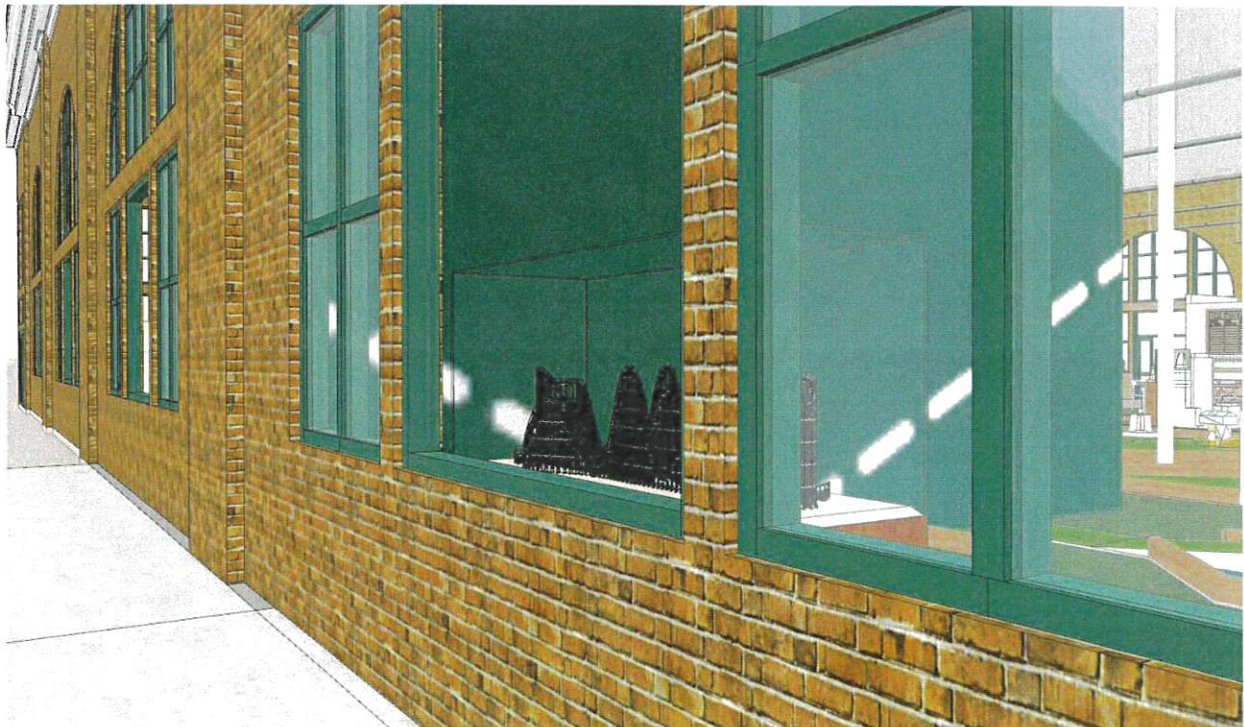


Note: 3D Rendering uses a generic roller coaster model.
Actual model will resemble historic photographs.

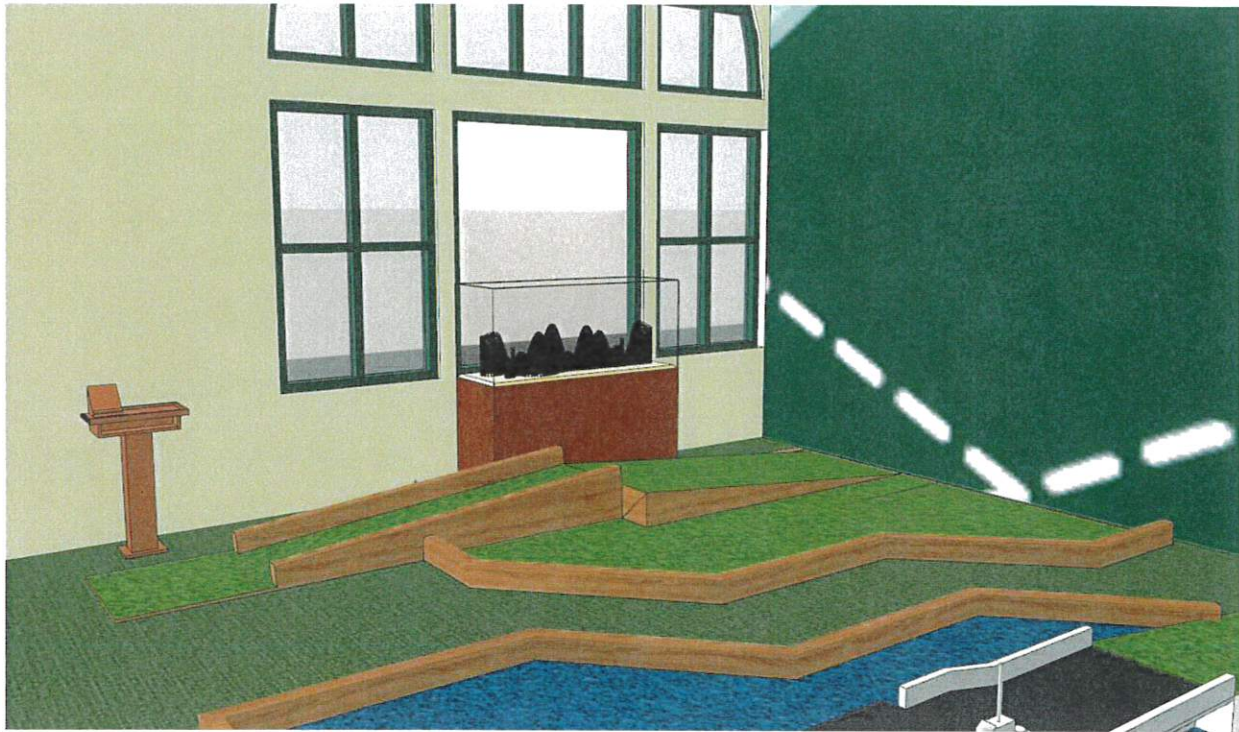
3D Rendering From Street (Zoomed)



3D Rendering From Street (Angle)



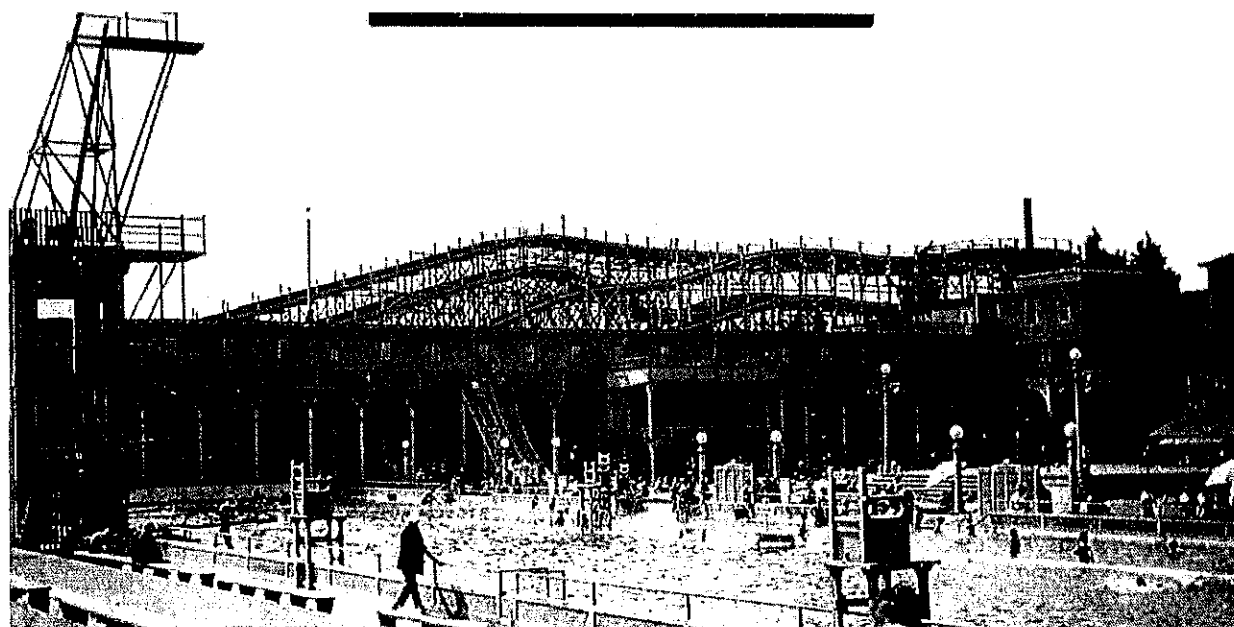
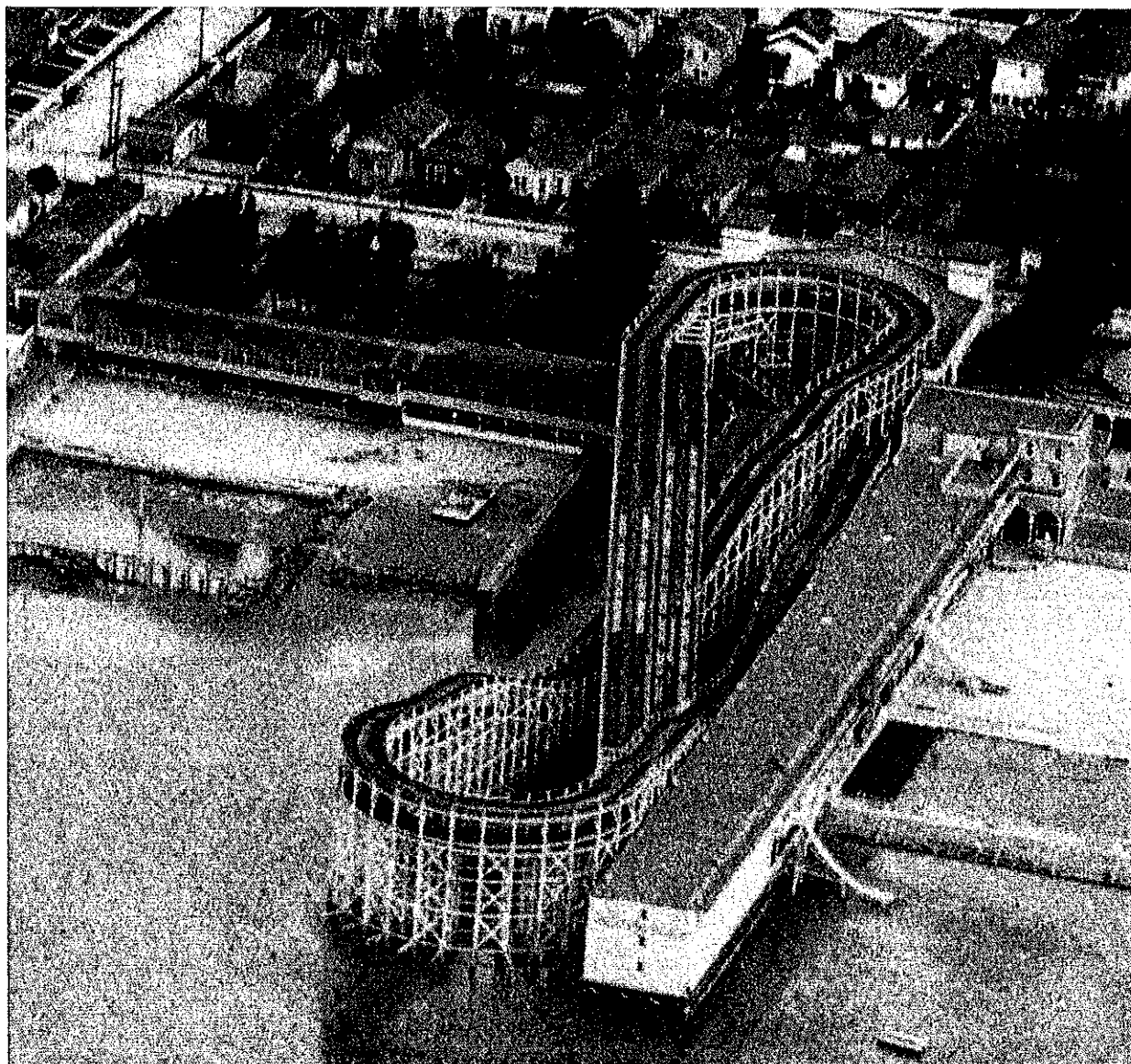
3D Rendering From Interior



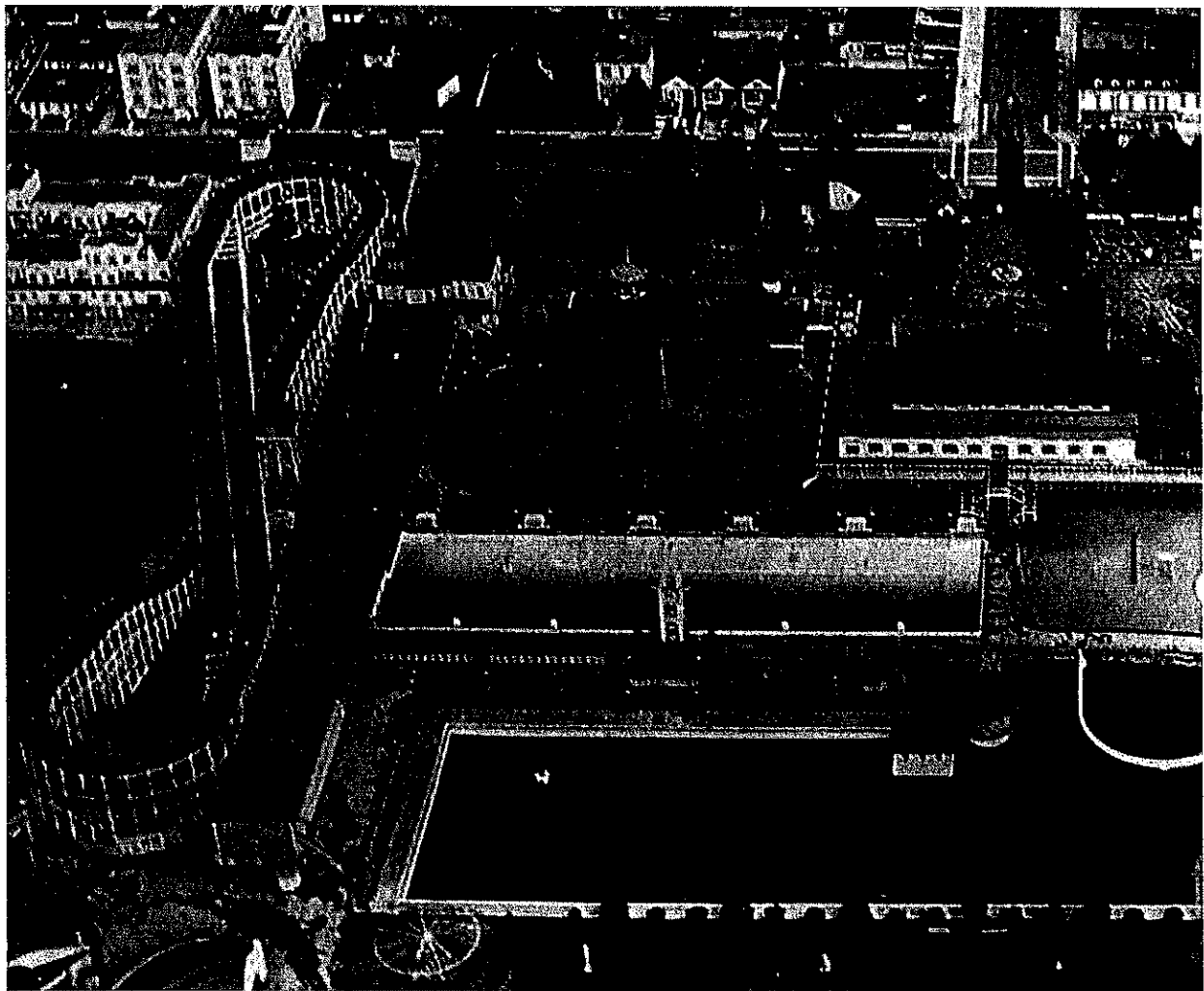
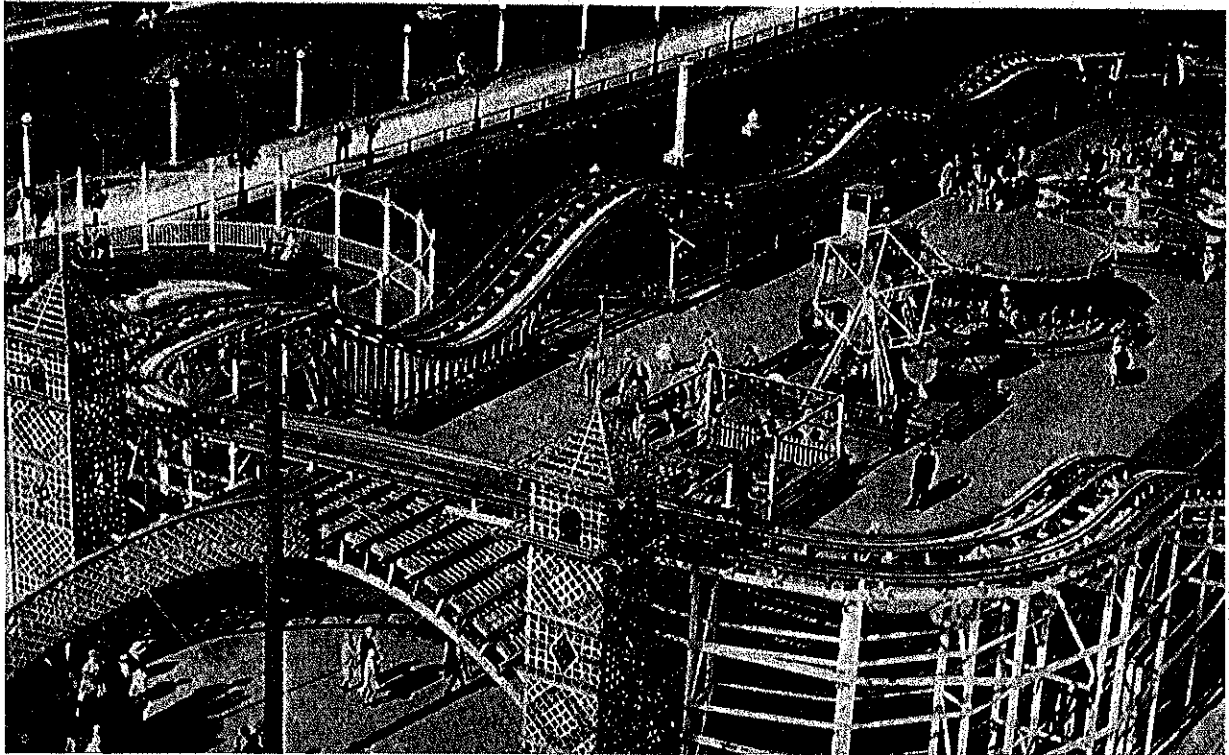
3D Rendering From Interior (Zoomed)



Reference - Historical Images



Reference - Historical Images



Sample Materials to Fabricate Neptune Beach Scale Model

Model

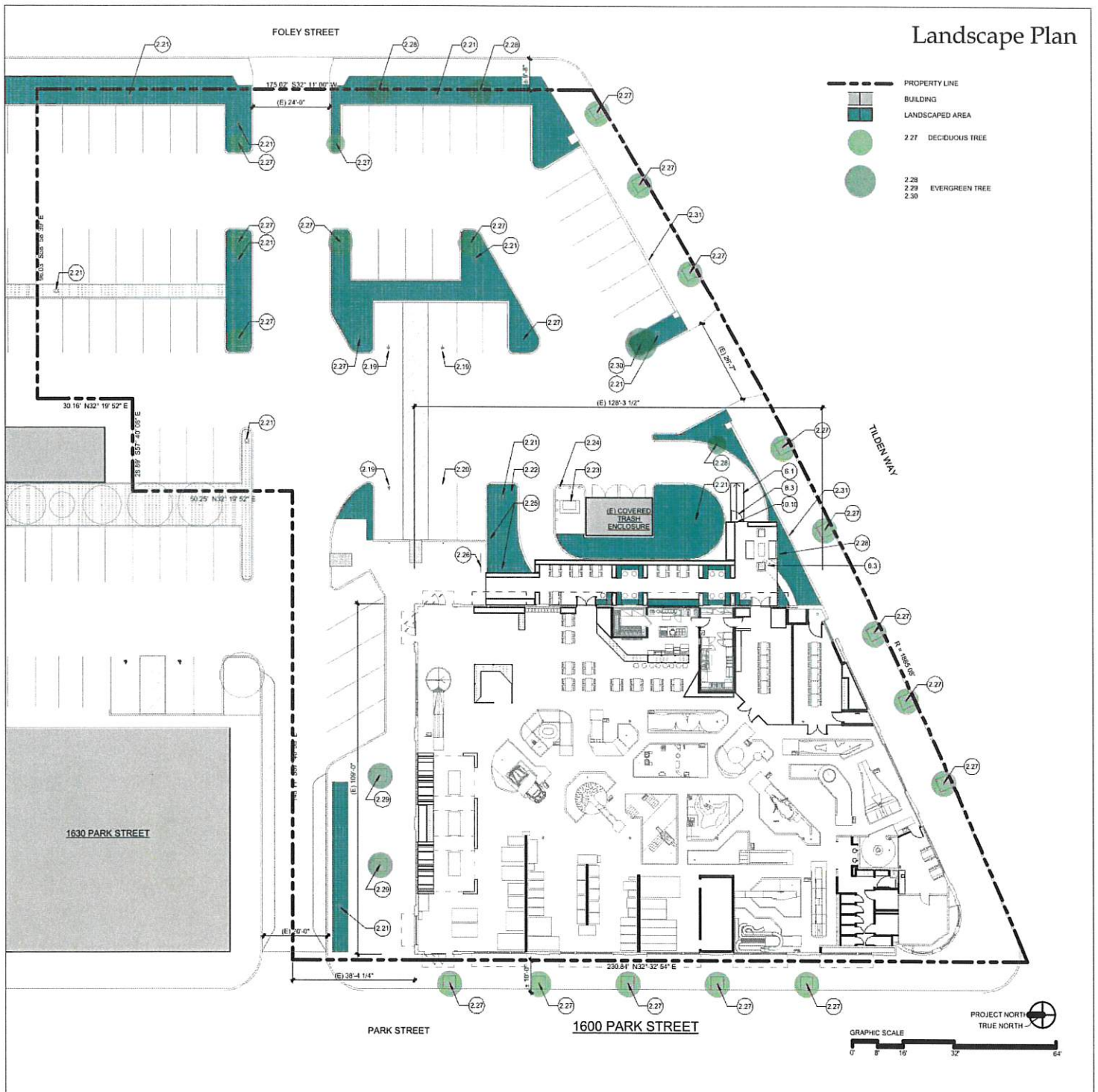
1. Urethane 2 lb. sculpting foam
2. Wood, various sp.
3. FGR plaster for the ground
4. Clear casting resin for the water features
5. Insta-cast epoxy for cast pieces
6. Magic Sculpt sculpting epoxy
7. 5 min epoxy
8. Golden Acrylic paints
9. Urethane UV clear coat

Base

1. Hardwood TBD
2. ½" maple multi-ply for superstructure
3. Hardware as needed.



Landscape Plan





SELECTED EXHIBITION HISTORY

Key museum exhibits over the past 25 years include:

2015 - Current:

- **USF&W Modoc Crane Exhibit**, Altemus Exhibits fabricated a model Sandhill Crane, on a nest with egg and hatched chick. In addition to modeled rushes, water surface and muddy bank. Altemus's exhibits also fabricated graphic rails and kiosk.
- **Stockton Children's Museum**, I managed the final design, fabrication and installation of a replica of the International Space Station, titled "Destination Space". Including engaging hands on interactives relating to living and working in space.
- **Del Valle Visitor Center**, Managed the fabrication and installation of exhibits for the East Bay Regional Parks. Including a life sized Valley Oak tree with sculpted animal and bird species. And a water management interactive.
- **Black Diamond Mine**, I managed the fabrication and installation of a replica of an 18th century coal mine in the east bay hills for the EBRPD. Including mannequins and artifacts.
- **New Climbing Exhibit**, I created the granite rock face and installed climbing artifacts for the Yosemite Valley Visitor Center.
- **Culinary Institute of America**, Designed and installed over 1,000 artifacts for the Chuck Williams Culinary Museum.
- **The Guam Museum & Educational Facility**. Created exhibits that reflect the diversity, creativity, and resilience of the Guam and the Mariana Islands people.
- **The Randall Museum**, San Francisco, CA
Designed and created new exhibits for the Randall Museum including naturalistic live animal enclosures.
- **California Academy of Sciences**, "The Twilight Zone: Deep Reefs Revealed"
Coral elements and graphic installations.

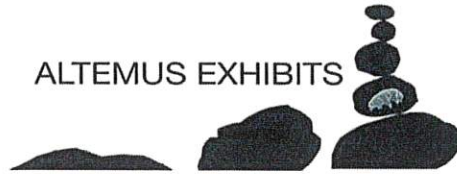
2010 – 2014

- **The Perot Family Museum of Nature and Science**, Dallas TX.
Constructed dioramas depicting prehistoric and present-day Texas including 100 scientific models of Earth's biological diversity from deep sea organisms to alpine flora and fauna.
- **Oakland Museum of California John Muir Exhibit**, Oakland, CA
Fabricated immersive exhibits that replicate a Giant Sequoia, glacial ice and granite theatre in the Grand Gallery at the Oakland Museum.
- **San Bernardino County Museum Pleistocene Hall**, San Bernardino, CA
In collaboration with Paleontologists and Geologists, created 1,500 square foot

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immersive environment describing the geological forces that altered the Inland Empire from 2,588,000 to 12,000 years ago.

- Three Nature Centers working with the Acorn Group. 1. **Edgewood Nature Center** San Mateo County. We created a diorama representing the serpentine prairie flora and fauna enlarged x50. 2. **The Huntington Beach Nature Center**, creating dioramas depicting the wetland environments of Southern California. 3. **Placerita Nature Center**, fabricating dioramas depicting the various environments of the Placerita Canyon.

2004 – 2009

- Director of exhibits and special projects for the **Aquarium of the Bay**, San Francisco
As is a trend in museums, the Aquarium decided to bring in a designer/manager to direct the existing team of educators, scientists and husbandry staff in developing new exhibits in house. I designed exhibit to showcase various species of sea and land animals. I employed my skills as a team leader to focus various departments on a common goal, to educate visitors about wildlife and how they may be affected by climate change and habitat loss.
- Fabrication and installation of large exhibit elements for the **Yosemite Valley Visitor Center** in Yosemite Valley. My team and I created a life size section of a Giant Sequoia, a glacial erratic, a section of glacial ice and streambed.
- The Murals of Diego Rivera. Responsible for the scheduling, crating, shipping and installation of freestanding graphic panels and interactive kiosk for **San Francisco City College**
- I directed the team developing the new exhibits for the **Lindsay Wildlife Museum** in Walnut Creek CA.

1995 - 2003

- **Hong Kong Museum of History.**
Project Manager for the fabrication and installation of 10,000 square feet of exhibitry. Including several dioramas depicting a south Chinese climax forest, a prehistoric depiction of the first settlers of the Hong Kong Peninsula and an ancient farming and fishing village.
- I completed three-year assignment with the **North Carolina State Museum of Natural History** in Raleigh North Carolina. I was the project manager overseeing the fabrication and installation of 70,000 square feet of exhibitry. Over 25 dioramas depicting

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all aspects of North Carolina Natural History, prehistoric to present day. Many of these dioramas incorporated live animal enclosures that demanded great amounts of coordination between animal husbandry staff, curators and subcontractors.

- I oversaw the production of supporting plant sculptures and the final installation of taxidermy and sculptures for the Behring Family Hall of Mammals at the **Smithsonian Institute's Natural History Museum**.
- I managed the installation of 2,000 square feet of exhibits for the **Newark Museum** Dynamic Earth gallery.
- I managed the installation of 5,000 square feet of exhibits for the **Burke Museum** in Seattle these exhibits required the handling of many precious artifacts.
- Directed the fabrication and later the installation of ground rolls and rocks for dioramas in various museums including, the **Taiwan Museum of Natural History**, **Museo Papalote** in Mexico City Mexico and **Aquarium in Mar del Plata**, Argentina.

RECENT FINE ART SHOWS

- **2021 - Faultline Studio**, "The Farallonites", a collection of new paintings about the life on the Farallon Islands in the mid 19th Century
- **2020 - Canessa Gallery**, "It's not one thing.....it's everything", Group Show, San Francisco, California
- **2020 - Canessa Gallery**, "100 Octopuses", San Francisco, California
- **2019 - Canessa Gallery**, "New Paintings", San Francisco, California
- **2018 - Octopus Literary Salon**, "100 Tartigrades", Oakland, California
- **2018 - Octopus Literary Salon**, "Painting a Day", Oakland, California
- **2018 - Delphi Pop Up Gallery**, "365", Alameda, California

PRODUCTIONS

- **2020** (in process) - **"The Farallonites"**, Dana Lawton Dances, Cowell Theatre, San Francisco, CA.
- **2020** (in process) - **"The Tempest"**, Opera Parallèle, Yerba Buena Center for the Arts, San Francisco, CA.
- **2019** - **"In the Penal Colony"**, Opera Parallèle, Golden Bough Playhouse, Carmel, CA.
- **2014** - **"Heart of Darkness"**, Opera Parallèle, Z-Space Theatre, San Francisco, CA.

VOLUNTEER

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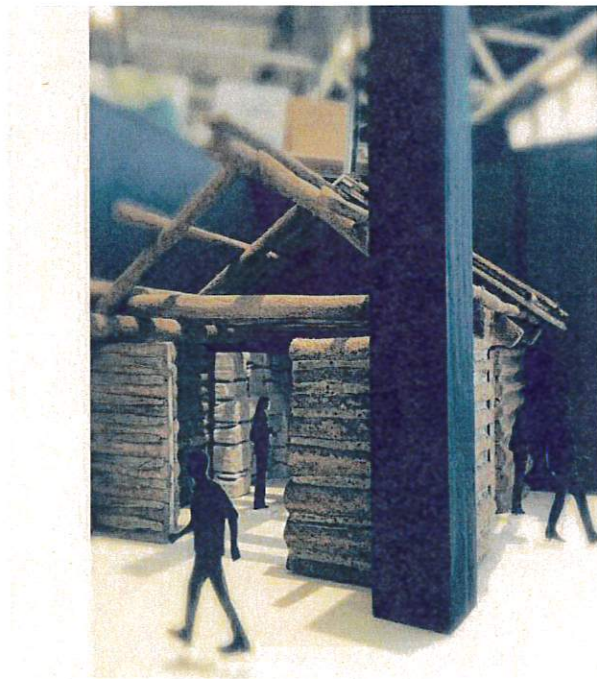
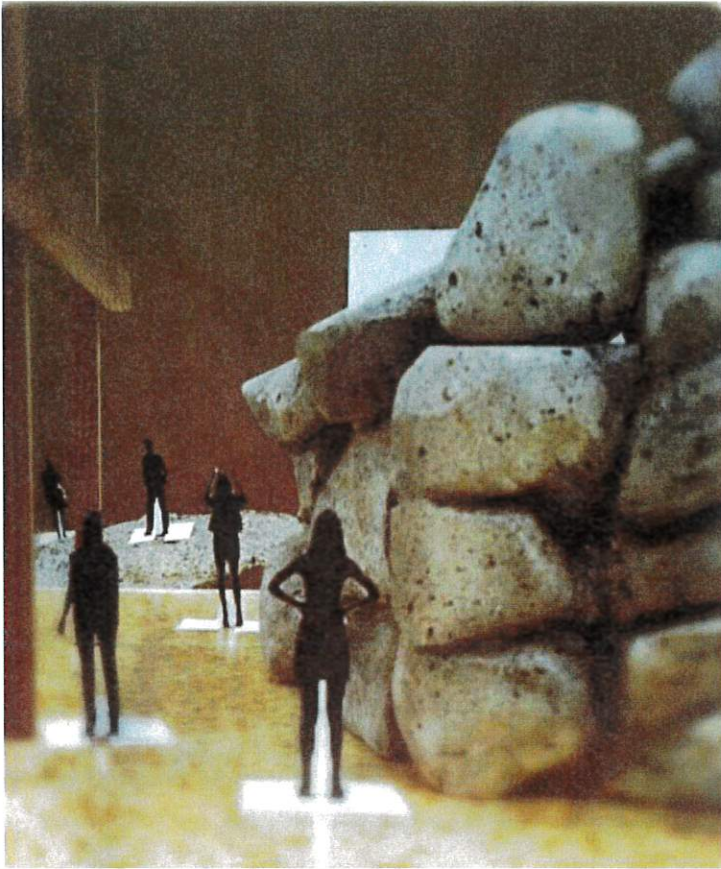
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- **Golden Gate Raptor Observatory** 1995 – present, Day Leader directing a team of citizen scientist in the senses of migrating raptors over the Marin Headlands

EDUCATION

- **San Francisco Art Institute**, Master of Fine Arts, Painting, Graduate 1993
- **Academy of Art College**, Bachelors of Fine Arts, Painting, Graduate 1987





Artistic Statement

Subpar Miniature Golf is now inextricably tied to the history of Alameda, and more specifically to the entertainment here on the island. Neptune Beach is quite possibly the largest individual entertainment facility ever to operate on the island- and few people are even aware that there once stood a Roller Coaster on our lovely isle. In an effort to pay homage to the entity that is, in a way, our forebearer, we have proposed the creation of a sculpture of the original Neptune Beach Roller Coaster that operated on Alameda's southern coast from 1917-1939.

Alameda Code of Ordinances – 30.98.6 (f)

1.The artist has demonstrated qualifications to complete the proposed on-site artwork with the highest professional standards.

Jon Altemus has shown with his extensive resume and body of work that he can create artwork and exhibit displays of outstanding quality, and this is confirmed by his client list that return to him for repeat business. Jon was recommended to us by the Exhibits Manager at the San Francisco Exploratorium, specifically due to his quality of product every time they have worked with him.

2.There is sufficient public visibility and accessibility to the on-site artwork, and the proposed on-site artwork is compatible with and harmonious with the development project and surrounding environment.

The site is a great place for the sculpture, both for its visibility and due to its proximity to the golf hole it is adjacent to, which will also feature a roller coaster, but one for miniature golf balls.

3.The proposed on-site artwork is durable and cost effective to maintain using ordinary methods of maintenance.

The artwork is easy to maintain and durable, as the sculpture will be protected from the elements and from people handling it by an acrylic box, and of course due to the artwork being kept indoors. The acrylic will also serve to protect the work from errant golf balls, which will probably hit the box every now and again.

4.The budget for the proposed on-site artwork and any in-lieu fees proposed by the applicant is equivalent to or exceeds the required program allocation.

The \$23,000 cost for the sculpture, research for said sculpture, plinth, protective case, and delivery/installation of the work, exceeds the estimated value of the existing artwork we are replacing after accounting for inflation, provided by the planning department.

Visibility

The artwork will be displayed in a acrylic case against a glass window that faces the sidewalk on the East side of Park Street in Alameda. The position is ideal for citizens and visitors to get a peek as they stroll down Park Street. The case will also be visible from inside the space to be enjoyed by our patrons playing golf.

Valuation

The cost for the research, creation, delivery, and installation of the Neptune Beach Roller Coaster model is \$23,000 as provided by the artist invoice from Jon Altemus.



Neptune Beach Rollercoaster Model Maintenance

The model will be made of durable materials and stable enough to withstand movement involved in crating shipping and installation.

A UV protective clear-coat will be applied over all.

An Acrylic vitrine will encase the model. There should be no need to clean the model.

Cleaning Acrylic

1. Cleaning should only happen when the vitrine is dirty.
2. When selecting a cleaner, stick with products made specifically for acrylic, such as NOVUS, Acrifix® or Brillianize®. ...
3. Use a nonabrasive, low-lint cleaning cloth when cleaning acrylic. ...
4. For scratches, use NOVUS scratch removal products.

Cleaning Wood Base

A protective clear coat will be applied to the wood finish. Use only a damp cloth to remove dust.

ALTEMUS EXHIBITS



ESTIMATE Rev. 2/10/22

PROJECT #1016

NEPTUNE BEACH ROLLERCOASTER MODEL			
1 EXHIBIT ELEMENT	MATERIAL COSTS	LABOR COSTS	TOTAL
Fabrication of an architectural scale model of the historic Neptune Beach Rollercoaster in Alameda CA. Created with materials that will replicate sandy beach, water, wood timbers, rollercoaster cars, tracks, trees, people, and other details based on an overall design package.	\$2,500.00	\$12,000.00	\$14,500.00
3 Wood plinth approx. 72" x 36" x 18" locking casters. Finish and material TBD	\$2,500.00	\$2,500.00	\$5,000.00
4 Acrylic Vitrine approx. 72" x 36" x 18" mounting holes for hardware. Custom Fabrication by Architectural Plastics	\$2,000.00	\$1,000.00	\$3,000.00
5 Delivery to site.	\$500.00		\$500.00
6		Total	\$23,000.00
7 20% Payment to secure Altemus Exhibits services			\$4,600.00

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