



**ALBANY ARTS COMMITTEE  
REGULAR MEETING AGENDA**

**1249 Marin Avenue, Albany Community Center, Edith Stone Room  
Monday, April 11, 2011 – 7:00 p.m.**

---

**1. CALL TO ORDER**

**2. APPROVAL OF MINUTES**

**3. PUBLIC COMMENTS**

For persons desiring to address the Committee on an item that is not on the agenda please note that City policy limits each speaker to three (3) minutes. The Brown Act limits the Committee's ability to take and/or discuss items that are not on the agenda; therefore, such items are normally referred to staff for comment or to a future agenda.

**4. COMMENTS/ANNOUNCEMENTS FROM COMMITTEE MEMBERS**

**5. COMMENTS/ANNOUNCEMENTS FROM STAFF**

**6. DISCUSSION/POSSIBLE ACTION ITEMS:**

**6-1 Art on Utility Boxes** – Committee will discuss the organization and implementation of a program for Art on Utility Boxes.

**6-2 Art at City Hall**- Committee will discuss revolving art exhibits at City Hall.

**6-3 Planning for Public Art**- Committee will discuss planning for public art in the city per the Public Art Master Plan

**6-4 Poet Laureate** – Committee Member Goodman will provide an update.

**6-5 Arts & Green Festival** – Subcommittee will provide an update on the organization of the event May 1, 2011.

**6-6 Ocean View Community Organic Garden Mural Dedication Ceremony** – The ceremony has been rescheduled to Sunday, May 22 at 11:00 AM.

**7. ITEMS FOR THE NEXT AGENDA**

**8. ADJOURNMENT**

*Please note that if you provide your name and address when speaking before the Committee it will become part of the official public record, which will be posted on the internet.*



**A Regular Meeting of the Albany Arts Committee Minutes**  
**Monday, March 14, 2011**  
**Albany Community Center**  
**Edith Stone Room, 1249 Marin Ave.**  
**7:00 p.m.**

**1. Call to Order:** 7:01p.m. Committee Members present: Chair McQuaid, Members Adame, Goodman, Norman and St. George. Members absent: Black  
Staff present: Supervisor Isabelle Leduc, Assistant City Manager Judy Lieberman, Project Analyst Angelina Harrison.

**2. Approval of Minutes: February 2011**

**Motion:** Motion to approve minutes from February 14, 2011 by Member Goodman and seconded by Member Adame. Motion carried Member McQuaid in favor. Member St. George abstains.

**3. Public Comment:**

**4. Comments/Announcements From Committee Members:**

**5. Comments/Announcements from Staff:**

**6. Discussion and possible action on matters related to the following items, which could include reports and/or proposed resolutions if any:**

- 6-1 Mural Information** – Angelina Harrison, Project Analyst, reviewed information on murals.
- 6-2 Planning and Zoning Commission Activities** – Jeff Bond, Planning Manager, provided an update on Planning and Zoning Commission activities including University Village Mixed Use and Safeway Projects.
- 6-3 Review of Proposed Public Art at 1137 Solano Avenue** – Jeff Bond, Planning Manager, provided preliminary information on the proposed public art project.
- 6-4 Store Front Pop Up Galleries on Solano Avenue** – Committee discussed galleries in vacant stores on Solano Avenue and is interested in pursuing a project should there be interest from property owners.
- 6-5 Heron Restoration** – Committee Member Norman provided information on the possibility of restoring the public art piece at the waterfront. Member Norman met with the artist who provided two verbal proposals on how to restore the Heron. Member Norman will ask the artist to provide detailed proposals in writing.
- 6-6 Poet Laureate** – Committee Member Goodman provided an update. Next step is to advertise.
- 6-7 Arts & Green Festival** – Subcommittee provided an update on the organization of the event May 1, 2011.

**6-8 Art Is Education** – Committee Member Norman provided an update on the organization of the county event March 26, 2011.

**6-9 Dartmouth Tot Lot** – Staff reviewed information on the Dartmouth Tot Lot for discussion with the committee.

**Motion:** Motion was made that the Arts Committee will not provide assistance on a volunteer basis to repaint the tot lot, but urges neighbors to come up with a plan to present to the Arts Committee. Motion to approve made by Member Goodman and seconded by Member Adame. Motion carried all in favor.

**6-10 Ocean View Community Organic Garden Mural Dedication Ceremony** – The steering committee would like to invite the Arts Committee to be part of the dedication ceremony March 27 at 11:15 AM. Due to the rain the ceremony has been postponed to May. Member Norman volunteered to attend the ceremony when it will be held.

**6-11 Percent for the Art Fund** – Staff provided an overview of the fund.

**6-12 Spokesperson for the Arts Committee to Provide Comments on Patch and/or any Social Media** – Staff reported on information provided by the City Attorney.

**Motion:** Motion was made that the Chair of the Committee should be designated as the spokesperson for the committee. Motion to approve made by Member Adame and seconded by Member Norman. Motion carried all in favor.

**7. Future Agenda Items:** Dartmouth Tot Lot, Poet Laureate, Arts & Green Festival, Ocean View Garden Mural Dedication Ceremony, Planning For Public Art Projects.

**8. Adjournment: 9:40pm**

## Item 6-1

### *Mural Art Program*

---

*Make a Service Request for:* **Mural Art Program**

---

The City of Hayward Mural Art Program continues its path towards excellence and deep commitment to its Hayward residents, by working in partnership with various communities, local jurisdictions, commissions, youth and artists to create murals throughout the city. It is with the development and fostering of cultural activism, historical significance, diverse artistic expression and positive collaboration that our mural art takes its inspiration. While this program supports multiple blight elimination efforts, beautification and the promotion of civic pride, its true success shines through in neighborhood enrichment and downtown rejuvenation.

The Hayward Public Art Mural Program is operated in support of the City Council's "Crime and Public Safety" and "Cleanliness" priorities. The City is taking a pro-active, preventive approach to help eliminate graffiti through the public mural art program, which was implemented in April of 2009. It is the intent of the program to utilize and showcase local Hayward artists. Murals commissioned under this program are expected to reflect the best, most positive attributes of the Hayward community.



Artists are invited to submit their completed application forms (including samples of recent art work) to the City of Hayward to: Stacey Sorensen, 777 B Street, Hayward, CA 94541. As this program is on-going and year-long, applications are accepted continuously; and it is recommended that these applications be updated on at least a semi-annual basis.



### **Open Mural Art Project for Local Hayward Artists**

The City of Hayward is continuing its Mural Art Utility Box Project along Hesperian Blvd. The project would include apx. 14 utility type boxes along Hesperian Blvd. The artist would be required to: primer each of the boxes; complete the mural art application; and apply three coats of anti-graffiti coating. Draft art work will be accepted now through April 15, 2011. Draft art work will not be returned so please send copies only. Artists are welcome to submit up to 3 pieces of art each. Artist will be notified via e-mail or phone, no later than April 25, 2011 of selection. The project is anticipated to begin mid May and be completed by September 2011 (weather permitting). If you have not previously submitted an artist's application, please do so with any drafts (see application below). If you have further questions about this project please feel free to contact, Stacey Sorensen

@ 510-583-4233.

**Please send submittals to:**

City of Hayward  
Stacey Sorensen, Neighborhood Partnership Manager  
City Hall  
777 B Street, 2nd Floor  
Hayward CA. 94541

**OR**

***Fill out a Service Request by clicking on the link at the top or bottom of this page.***

**Selection Process**

It is the responsibility of the Neighborhood Partnership Manager to review and recommend various art projects to the City Manager's Office. Artists and designs are then chosen by an internal panel.

The City uses a variety of artist selection processes depending on project type, location, funding requirements/restrictions, available resources and timeliness. These would include; Open competition, Limited competition, Invitational, Direct selection, Mixed process and Direct purchase. The City occasionally works to partner artists of complimentary talents and styles for single-purpose locations.

While the current demand for murals far exceeds available resources the city of Hayward continues to accept artist applications in anticipation of future mural projects.



**Current Projects**

1) Since the inception of the Mural Art Program in winter of 2009, as part of the overall fight against graffiti, the City of Hayward has teamed up with local artists to create attractive murals on areas targeted by graffiti vandals. Artists have completed phases one, two and three of the Utility Box Mural Project that took place along A, B and C street where 30 utility boxes were completed. Future locations are being considered along D Street, Mission and Foothill Blvd.

- 12 Mural Art Tile Benches – at ParaTransit Shuttle Stops – Five distributed to date

- Parking Garage on C & Foothill next to Theater on B Street – Three murals in progress
- Mission/Berry – Latin Heritage Mural – In progress
- Boun Appetito Italian Mural on A Street– Estimated completion Spring of 2011
- Winton School – Estimated completion Spring 2011
- Hayward Historical Society – Russell & Foothill Blvd. – In progress Grand Terrace
- UPRR Sound Wall – Kingsford and Jackson Street – In progress
- Hayward Animal Shelter – Starts July 2011
- Foothill & A Street – True Value Hardware – Starts Summer 2011
- 1086 A Street – Mosaic Tile Mural Art – Starts March 2011

2) The city is also collaborating with businesses in the Redevelopment area who are proactively seeking support from the City. Local artists will begin creating murals on areas of buildings targeted by vandals. This project is another pro-active and preventative effort to eliminate graffiti vandalism that occurs throughout the City.





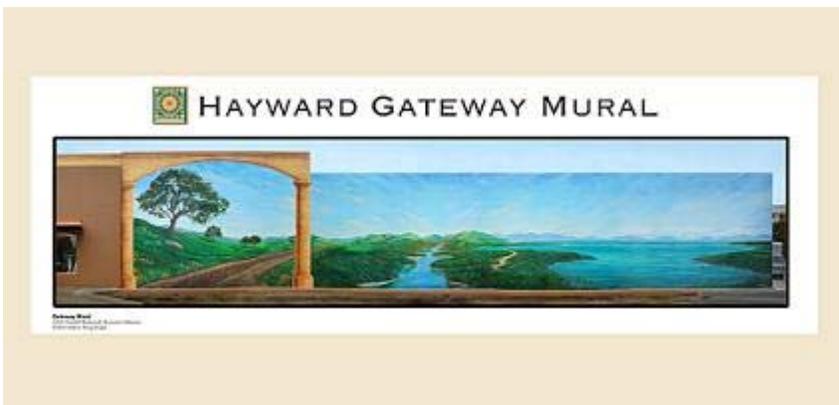
### Recent Completed Projects

Recent photos from the Grand Terrace/Union Pacific Railroad Sound Wall Mural Art Project – With over 10,000 sq. ft. of sound wall to cover, this mural is projected to be completed by early summer 2011.

- Gateway Mural at Foothill & Maple – Completed March 2010
- Hayward Main Library Book Drop Box Murals – Completed January 2010
- Foothill & B Street – Sugar Shack Mural – Completed July 2010
- Bowman Elementary School – Completed September 2010

### Take a Tour!

- **Self Guided Mural Tour Brochure**



### Donate a Wall

Are you a business owner that is a victim of graffiti vandalism time and time again? Maybe we can help. Traditionally wall murals are a successful deterrent to graffiti taggers. While murals enhance the aesthetics of a building and local community they also offer opportunity for artistic expression and blight reduction. The city is proactively looking to partner with businesses that are in need of assistance in the fight against graffiti.

**Service Contact:**

For consideration in this project, please submit an **Access Hayward** request with your name, contact information, business location, business name and attached photo(s) of graffiti tagged wall.

If you need assistance or have any questions about the Hayward Public Mural Art Program, please contact Stacey Sorensen, Neighborhood Partnership Manager at (510) 583-4233

**Additional Information:**

**Artist Application**

*All artists hired for a Mural Art Project are required to complete a business license with the City of Hayward.*

You may also submit a service request for this item in the 'Make a Service Request' area below.

---

***Look for other Answers***

**Display more Topics for 'Community Appearance - Neighborhoods - City Codes'**

**Return to ACCESS HAYWARD**

***Make a Service Request For:***  
**Mural Art Program**

## Item 6-1

### Livermore to battle graffiti with art

By Jeanine Benca

Contra Costa Times

Posted: 03/18/2011 08:21:57 PM PDT



A group of pedestrians pass by a utility box painted to look like a turtle near the corner of Second and A streets on March 17, 2011, in Hayward. (Aric Crabb/Staff)

There was a time when a utility box in downtown Hayward couldn't make it through a week without getting "tagged."

Volunteers and city workers were dispatched every couple of days to remove the gang markings and other forms of graffiti from the structures, which added tens of thousands of dollars worth of man hours over the course of a year.

But then city officials discovered something amazing: If you paint it, they'll leave it alone.

As contradictory as that may sound, adding colorful murals to aboveground utility and signal boxes has helped reduce the occurrence of graffiti by 97 percent in Hayward, said Stacey Sorensen, neighborhood partnership manager for the city.

"It has been a very successful deterrent," Sorensen said. "There seems to be sort of an underlying, underground respect for the art."

Taking a lesson from Hayward, Livermore now has approved a plan to commission artists to paint artworks on utility boxes throughout town. The cost is relatively cheap -- \$150 per box -- and the idea is to get businesses and individuals to sponsor the boxes, said Catherine Hagebusch, Livermore's economic development manager.

Livermore's council on Monday approved a recommendation by the Commission for the Arts and city staff members to allocate \$750 from the Art in Public Places Fund to paint the first five utility boxes. The large boxes in the downtown area will be the first to benefit, because they tend to be tagged by graffiti more often, staff reports indicate.

Youth participation is encouraged, but the program is open to artists of all ages. Prospective painters must submit their design ideas to the city in order to be considered for a box. Artists are responsible for prepping the utility boxes, painting them and applying a clear coat to the finished work. Those who are selected will receive a \$150 stipend.

"Being a former teacher and interested in education, I thought it would be such a wonderful opportunity for students to have the experience and get their work out there," said Livermore commissioner for the arts Sally Dunlop.

In May, Dunlop attended a workshop hosted by Hayward officials to share information about their program. She said she was struck by the beauty and variety of the utility box artwork, which ranged from flowers to frogs to pandas.

Livermore is the only local jurisdiction besides Hayward that has implemented such a program so far, though Alameda County is working on one and a number of other jurisdictions have expressed interest, Sorensen said.

Sorensen said she got the idea for the painted boxes after seeing a few of them in Southern California. Hayward's manager and mayor embraced the idea as a way of combating graffiti on utility boxes.

In April 2009, Hayward officials allocated \$2,000 for 12 boxes. More than 30 boxes have been completed, and about 18 others are scheduled to be finished in the summer.

The cost of the program is minuscule compared with the \$20,000 to \$30,000 annually it saves in cleanup fees, Sorensen said, adding that only a handful of the boxes have been victimized by graffiti since being painted.

The community support has been tremendous.

"It creates jobs to local artists and helps local businesses, too, because we encourage artists to get all their supplies at local stores," she said.

Livermore Councilman Doug Horner, an architect who works in Hayward, lauded the visual appeal of the artwork.

"I drive by those decorated boxes every day and they're absolutely delightful," he said.

For details on how to apply to paint or sponsor a utility box in Livermore, email Hagebusch at [cihagebusch@ci.livermore.ca.us](mailto:cihagebusch@ci.livermore.ca.us) or go to the Livermore Economic Development Department, 1052 S. Livermore Ave. For details on Hayward's program, call Sorensen at 510-583-4233.