

# CITY OF SAN LEANDRO

## MEMORANUDM

DATE: June 17, 2014  
TO: Chris Zapata, City Manager  
FROM: Justin Proffitt, Development Specialist II  
CC: Cynthia Battenberg, Community Development Director  
Jeff Kay, Business Development Manager  
SUBJECT: 2014 Visual Art Initiatives Summary

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The Arts and Culture Town Hall meeting on November 16, 2013 featured an interactive discussion regarding public art opportunities and provided direction on the development of the City's arts and culture programs. For the past six months, Community Development staff in coordination with Engineering and Transportation staff, has been actively working on numerous public art projects, often relying on partnerships to leverage funding from a variety of sources. Following is a summary of visual art initiatives currently in development.



***“The Pulse of Nature” - Preferred Freezer Mural.*** Now completed, this 60 foot by 350 foot mural offers the opportunity to reflect on San Leandro's rich history, as well as celebrate the prosperity and the success of the city today. The mural design was created with a theme of environmental awareness, using environmentally safe non-toxic paints. With excellent visibility from the BART line, this artwork provides a striking point of interest for passengers traveling through San Leandro.

***Raymond Loewy Tiles at Kaiser Medical Center & The Village.***

The former Albertsons distribution center, located at the current site of the new Kaiser Medical Center, featured a decorative tile wall designed by Raymond Loewy, who is known as the “father of industrial design.” Kaiser plans to use the tiles on landscape art structures throughout the large parking lot to soften the parking lot's expanse and highlight the history of the site. The Village downtown retail center, currently under construction on the site of the first Lucky Grocery store, will be using the tiles in the proposed public plaza along East 14<sup>th</sup> Street. These new development projects honor the past by using Loewy's tiles in landscape features and public spaces on the properties.





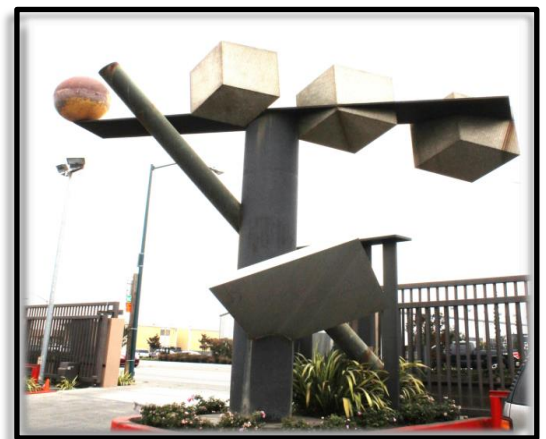
**Downtown Tech Campus by Westlake.** This project, approved by the City Council on April 7, 2014, will include public art based upon a requirement that one percent of the construction budget is spent on public art. At full build out, the Westlake's investment in public art could total more than \$1.5m. This generous budget should result in signature works of art for Downtown San Leandro.

**Utility Box Art Wraps - "Innovation, Technology & Sustainability."** The City of San Leandro is working with the Streets Alive team to develop artistic enhancements for the gray traffic control and electrical utility boxes on sidewalks. The installation of artwork on utility boxes will create a platform for storytelling and communication, transforming ugly, obtrusive utility boxes into vibrant art pieces and a topic of interest for the community. The first phase is a demonstration project covering Caltrans traffic control boxes on East 14<sup>th</sup> Street in the downtown and a box at the intersection of Merced Street and Fairway Drive. The next phase will be the inclusion of additional boxes throughout the City looking for new artists as well as business and community sponsors.



**AC Transit East 14<sup>th</sup> Street BRT Station Art.** AC-Transit selected lead artists Johanna Poethig and Mildred Howard to enhance the 34 stations, 8 in San Leandro, planned as part of the 9.5-mile East Bay Bus Rapid Transit (BRT) system. A team of artists is working to integrate their art with the architecture of the stations in keeping with the theme: "Honor the Past and Celebrate the Future". Community members were invited to three workshops, one held in San Leandro on June 26, 2014, to help inform the artists' work. Development of the stations with the integrated artistic elements will occur during major construction of the East Bay BRT, which is scheduled to begin in Fall 2015.

**Next Generation Workplace – Industrial Public Art.** With the goal of humanizing the industrial workplace district, staff is working with artists, community groups, and businesses to develop public/private art projects that put the "maker" history and historic products of the past, present and future on display, to provide education, raise community awareness and pride, and embellish the public realm.

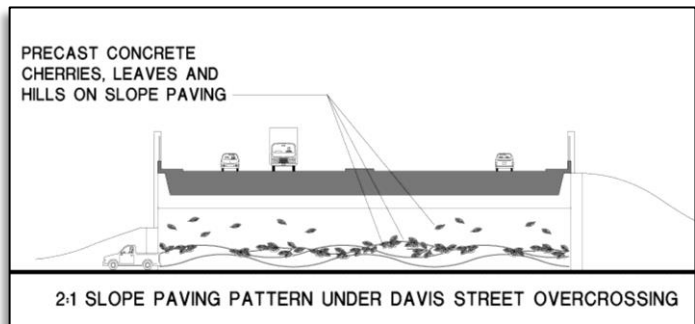




**Triangle Property Gateway Feature.**

The City acquired this property for the purpose of constructing roadway improvements at the intersection of Hesperian Boulevard, East 14<sup>th</sup> Street and 150<sup>th</sup> Avenue. The art component of the project seeks to utilize the remaining space available to create a welcoming entry to the City. Preliminary designs have been developed and will be refined through a public process.

**I-880 Interchange Improvements – “Butterflies & Cherries.”** The \$108 million I-880 Southbound HOV Project will extend the southbound HOV lane through San Leandro. Recognizing the special circumstance of the project and the singular opportunity for implementing the City’s General Plan goal to provide a gateway at major entrances into the city, the City asked that it be allowed to provide design input on the aesthetics of these two interchanges. Based upon input gathered from the public and City staff, the preferred aesthetic features include the installation of a butterfly pattern under the Marina overpass and a cherry pattern at Davis Street, in addition to decorative fencing and City seals on the end corbels.



**Murals by Bay Area & Local Artists.** Office of Business Development staff are developing relationships with businesses and property owners to locate murals on large blank building walls. This project will highlight the City’s rich cultural heritage while removing large blank building walls that detract from an area’s visual aesthetic value.