

CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Jeffrey Taylor, Chair, Parks and Recreation Advisory Commission
FROM: Audree V. Jones-Taylor, Director
DATE: April 2, 2009
SUBJECT: Request from Maxwell Community Park Mosaic Design Team to Implement a Mosaic Mural Design during Summer 2009

SUMMARY

The Office of Parks and Recreation (OPR) received a request from Maxwell Community Park Mosaic Design Team to implement a mosaic mural design during the summer of 2009. In June 2008, Maxwell Community Park started a park improvement process that began with a community survey and consequent meeting which included city staff that will culminate on a broad, multi-year redesign of Park property. A positive, short term objective of the work planned consists of the implementation of mosaic murals around the bath room walls which will mitigate graffiti and attract more users to the park. The mosaic project will turn a longstanding park eyesore into a permanent park asset. Such colorful and visible success will provide park visitors, supporters and renovation organizers with some of the energy required for the successful completion of the larger project improvement process.

FISCAL IMPACT

There is no fiscal impact to the Office of Parks and Recreation. The Maxwell Community Park Mosaic Mural Project, has been approved to received \$5,000.00 from District 4's CDBG Economic Development Board to help with the purchase of materials and equipment for the mosaic murals. Maintenance will be performed by The Maxwell Community Park Mosaic Mural Project Team. The Maxwell Community Park Mosaic Mural Team have been in contact with Jim Ryugo of PWA as to how best to maintain the murals and work with the local community to develop an MOU with PWA.

BACKGROUND

The current 37 member mosaic team has more than 20 experienced mosaic artists, 13 of whom have received specialized instruction in the mosaic mural process. These artists have a collection of tools and tiles that they will be utilizing during the creation and installation of these four mosaic murals.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Committee approve the request for Maxwell Community Park Mosaic Design Team to Implement a Mosaic Mural Design during Summer 2009.

Respectfully submitted,

A handwritten signature in black ink that reads "Audree V. Jones-Taylor". The signature is written in a cursive style with a large, stylized "A" and "J".

Audree V. Jones-Taylor
Director

March 24, 2009

To: City of Oakland Parks and Recreation Advisory Committee

RE: Mosaic Mural Design Review to Implement During Summer 2009

Summary and Background:

In June 2008, Maxwell Community Park started a park improvement process that began with a community survey and consequent meeting which included city staff that will culminate on a broad, multi-year redesign of Park property. A positive, short term objective of the work planned, consists of the implementation of mosaic murals around the bath room walls which will mitigate graffiti and attract more users to the park. The mosaic project will turn a longstanding park eyesore into a permanent park asset. Such colorful and visible success will provide park visitors, supporters and renovation organizers with some of the energy required for the successful completion of the larger project improvement process.

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There will be no fiscal impact to the Parks and Recreation Division

The Maxwell Community Park Mosaic Mural Team would like to present and obtain approval from the Commissioners for the following:

1. The completed design for the initial mosaic mural that will be applied to the outer bathroom wall that faces the picnic tables within Maxwell Community Park.
2. The overall design for the three mosaic murals to be placed on the remaining three exterior bathroom walls.

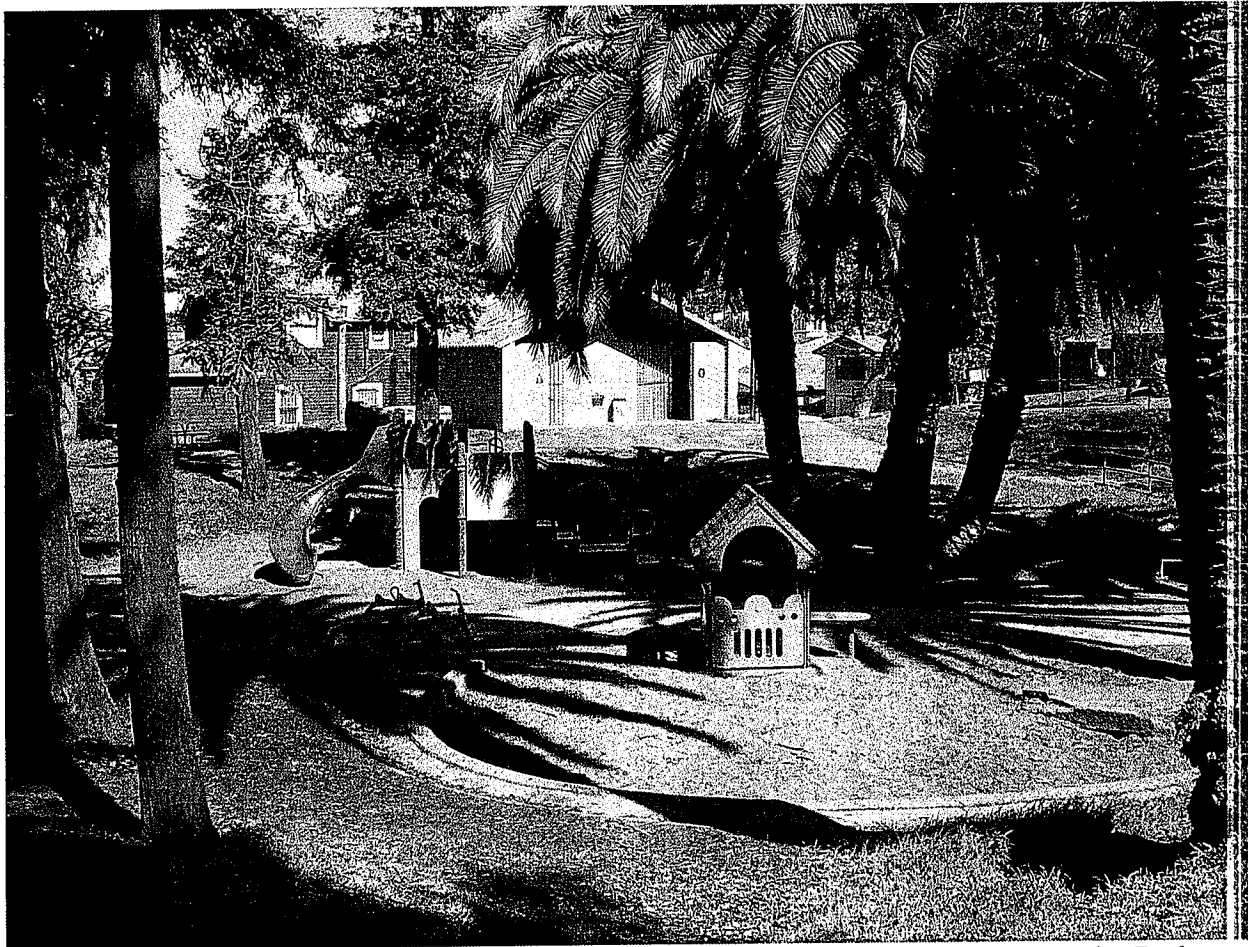
Bonnie Henriquez, Co-Chair
Maxwell Community Park Mosaic Mural Design Team
4611 Allendale Avenue
Oakland, CA 94619
(510) 261-9535

Attachments: Maxwell Community Park Mosaic Mural Request Letter including the completed design for Mosaic Mural #1
Map of Maxwell Community Park

March 24, 2009

To: City of Oakland Parks and Recreation Advisory Committee

Maxwell Community Park exists between Fleming and Allendale Streets in the larger Oakland neighborhood of Maxwell Park. Since moving here in 1993, there have been many activities involving the community to improve and beautify this neighborhood park including flower planting, mulch addition, the addition of swings and children's play equipment, the strategic placement of boulders and general park cleanup activities. Within Maxwell Community Park is the historic Crowley Mansion which is utilized by the Peter Pan Cooperative Nursery School whose students and parents recreate in this park every day for planned activities.



View of front of bathroom building behind play equipment in Maxwell Community Park

Maxwell Community Park is undergoing a larger, more extended park improvement process that began with an extensive community survey and now includes working with city staff on a broad, multi-year redesign. A very positive feature of the mosaic work planned for the walls of the bathroom is that the mosaic project is finite and clearly defined in terms of scope and time. This very doable project will turn a longstanding park eyesore into a permanent park asset. Such colorful and visible success will provide park visitors, supporters and renovation organizers with some of the energy required for the successful completion of the larger project improvement process.

Why Mosaics?

A mosaic is a permanent art form that brings color, beauty, and aesthetic creativity to an otherwise less than attractive building. It is environmentally friendly because it provides color that doesn't need to be watered or weeded. It is durable, easy to clean, .easy to maintain and according to other artists in the Bay Area, decreases graffiti from being placed on otherwise large bare walls. By introducing brightness and color to the park environment through the mosaic projects, we will be attracting more families within the community to visit and enjoy the park.

The Project

We are requesting approval to create four different mosaic designs that will be utilized to beautify the exterior walls of the permanent bathroom structure that is located in the North East corner of the park. We are choosing to start on the inner wall of the bathroom that faces the picnic tables in order to provide a more visually pleasing view in this area and to decrease the graffiti that has defaced this wall in particular.

As can be seen in the first design created by Maxwell Park resident and mosaic artist Krista Keim, we want to show people enjoying themselves in various activities that normally take place in this park. The pillars on each corner will reflect the various trees that are found within the park and there will be flowers encompassing the lower areas of all four mosaic murals. This utilization of trees and flowers will provide a foundational cohesion of all the wall designs.

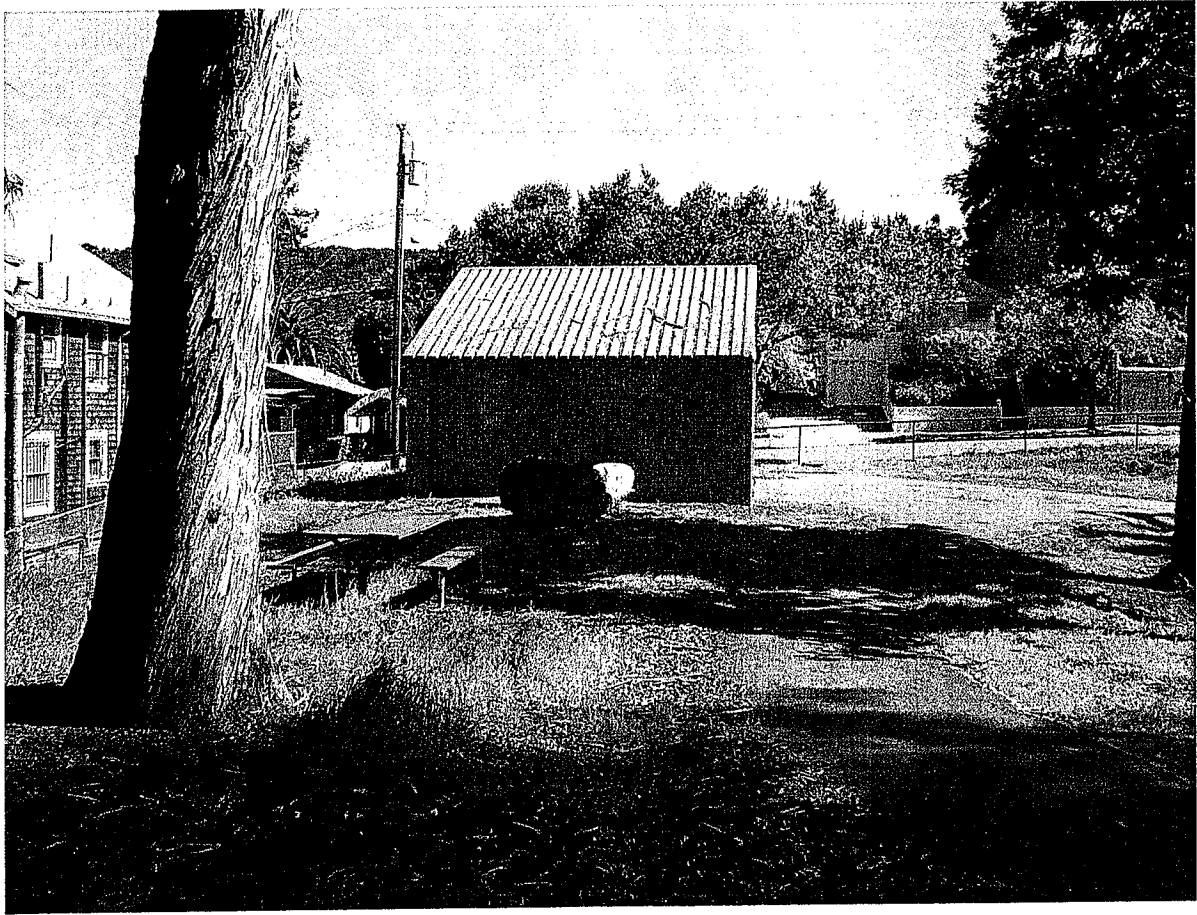
Time Period

The physical work on our first mosaic will start in the spring of 2009 and be completed by the end of summer. We have received various design ideas from the community, including more than 30 from the Maxwell Park International Academy; the Oakland elementary school located a block from the park. We have meetings scheduled to further develop the design and discuss the timeline and plan for carrying out the physical process of the mosaic. Once the project is approved, the mosaic team will organize the purchase of materials and equipment, as well as outreach for community donations. We will then calendar in work days for the actual physical creation of the project, and work with the community to maximize their participation in the project.

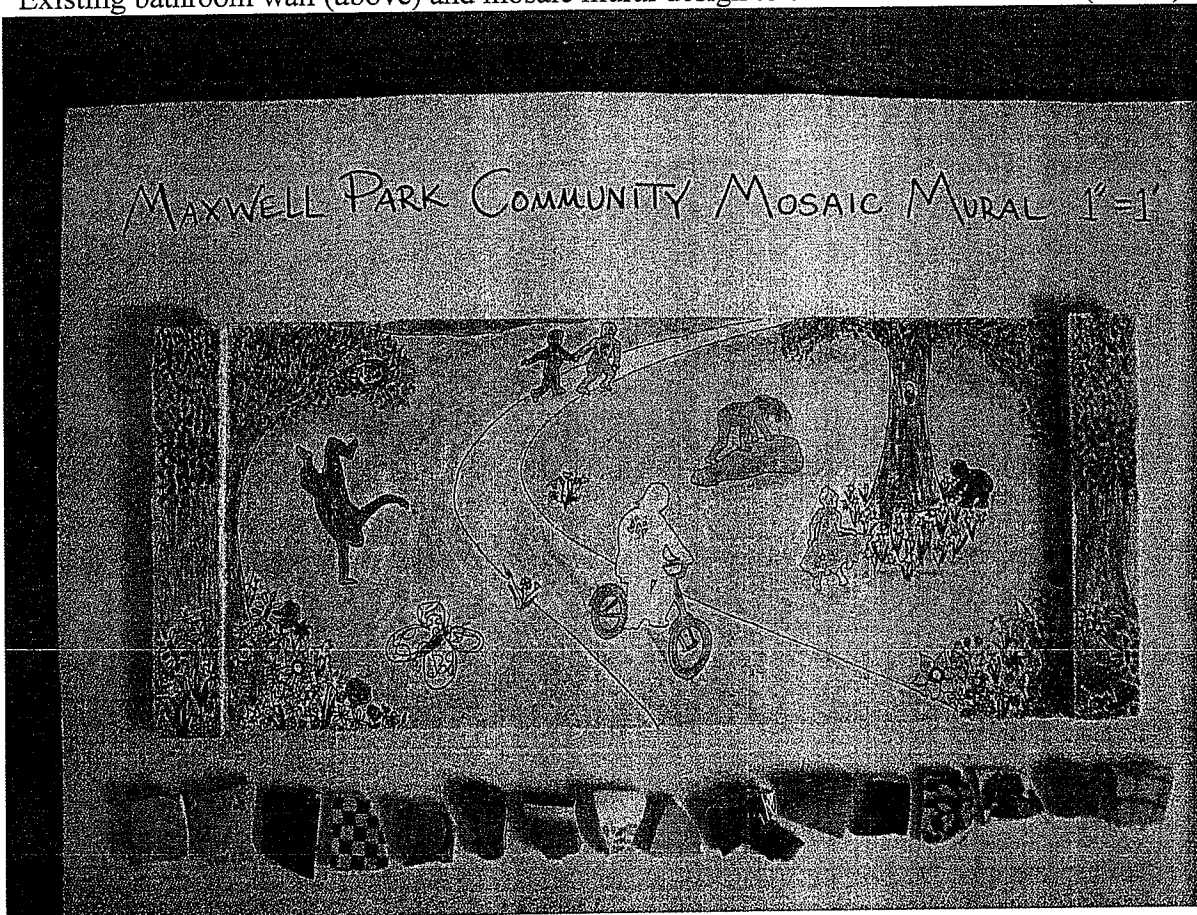
Budget

Through a Community Block Grant for the overall enhancement of the Maxwell Community Park, we have received \$5,000.00 to help with the purchase of materials and equipment for our mosaic projects. The current 37 member mosaic team has more than 20 experienced mosaic artists, 13 of whom have received specialized instruction in the mosaic mural process. These artists have a collection of tools and tiles that they will be utilizing during the creation and installation of these four mosaic murals.

We have already received donations from the community and will be requesting more donations as we proceed forward. We have coordinated with the Peter Pan Nursery School to store our tiles in the basement of the building for ease of sorting and access when we begin the installation process.



Existing bathroom wall (above) and mosaic mural design to scale for this first wall (below)



Community Involvement and Outreach

We have created relationships with the public schools in our community in order to solicit designs, ideas, and assistance from our youth. Within the mosaic team, a curriculum committee has been established to create appropriate activities for students. These activities include instruction about the environment, utilizing drought tolerant and native plants, as well as mosaics, murals, and art. Since the current school year is almost over, we are creating activities for youth as day in the park activities for our first mosaic project. We are working to create projects and lesson plans that include school activities for the second, third and fourth mosaic mural walls so that they are artistic renditions by and for the entire community.

Other Fundraising Activities

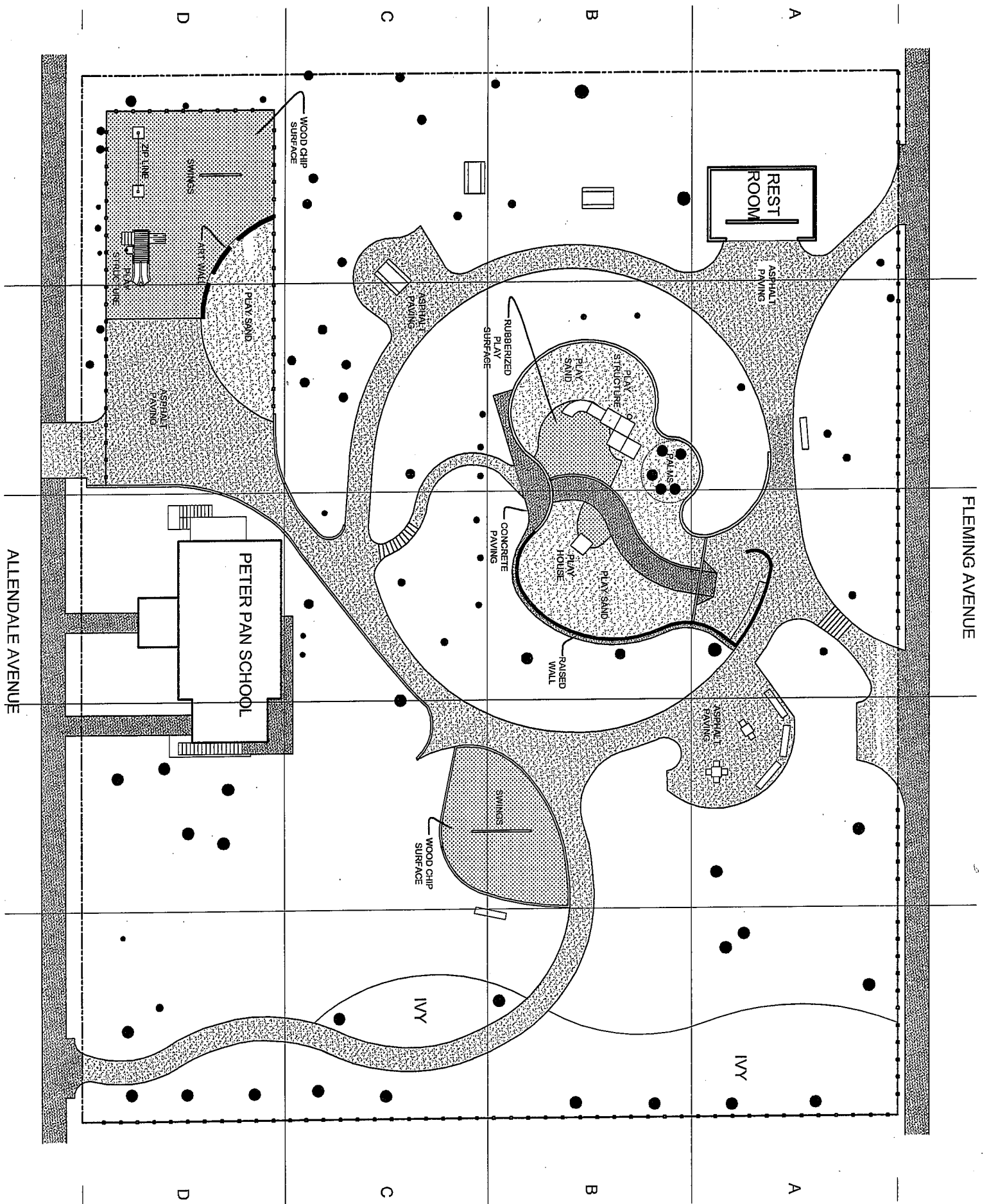
The mosaic team has established a committee to create a t-shirt for sale to help sponsor our mosaic mural projects. We are also applying for other grants to facilitate this artistic endeavor.

Thank you for your time and providing us an opportunity to beautify and build stronger relationships and cohesiveness within our community. This will be a wonderful example of how volunteers can improve their community by working together towards a common goal. We look forward to meeting with you and answering any further questions you may have at the April 8th, 2009 Parks and Recreation Advisory Committee meeting.

Bonnie Henriquez, Co-Chair
Maxwell Community Park
Mosaic Mural Team Project

Roberto Costa, Co-Chair
Maxwell Community Park
Mosaic Mural Team Project

Krista Keim, Co-Chair
Maxwell Community Park
Mosaic Mural Team Project



FLEMING AVENUE

ALLEENDALE AVENUE

REST ROOM

PETER PAN SCHOOL

