

**DATE:** June 30, 2009  
**TO:** Mayor and City Council  
**FROM:** Director of Maintenance Service  
**SUBJECT:** City Gateways Project – Authorization for Professional Services Agreement

**RECOMMENDATION**

That Council adopts the attached resolution authorizing the City Manager to execute a professional services agreement with Andrew Knight in an amount not to exceed \$70,436 to create a mural as part of the City Gateways Project at Foothill Boulevard and Maple Court.

**BACKGROUND**

The Public Works and Maintenance Services Departments propose the painting of a mural as part of the development of the “Downtown Hayward” gateway feature at Foothill Boulevard and Maple Court that also includes an arched sign, metal railings with columns, up-lighting, a raised flower bed planter, and accommodation for commemorative trees. See Exhibit A. The proposed mural for the City Gateways Project will be a coordinated effort between local artist and Hayward High School Art Teacher, Andrew Knight, Hayward High School students, and local resident volunteers. The mural project is also in direct support of Council’s Priority of cleanliness and the development of a future Public Art Program.

**DISCUSSION**

Staff has been working recently to enhance the aesthetics in the City through various efforts in support of Council’s Priorities. The utility box art program is an example as well as a growing mural art program. The proposed mural would not only address and correct exterior code violations on the Foothill Boulevard building wall facing Maple Avenue, but engage the community in a fun and creative neighborhood partnership. The owner of this property, RLW LLC, a California Limited Liability Company, has responded enthusiastically to the opportunity to participate in this program. Design of this mural will be incorporated in, and will complement, the Gateway Entry features proposed for the Foothill/Maple area. The final design for the Gateway is still being developed by staff, but a draft rendering is included in Exhibit B.

In keeping with general guidelines of “Hayward art and Hayward artists”, staff has selected a Hayward High School Art Teacher, Andrew Knight, to produce the intended mural. The artist has

proposed a cost of \$70,436, which staff is recommending be accepted and an agreement be executed for a not-to-exceed total of \$75,000. Exhibit B shows a conceptual sketch of the artist's proposal. The Mural is expected to be completed by October 15<sup>th</sup>, 2009 weather permitting. The final installed mural may slightly vary from what is depicted to ensure appropriate integration with the physical site.

In order to make this selection, staff utilized the guidelines from the Graffitihurts.org web site ([www.graffitihurts.org](http://www.graffitihurts.org)), specifically their suggestions for a process to create a community mural. See Exhibit C. This included contacting the Hayward Arts Council, other local artist organizations, academic institutions such as Chabot College and California State College – East Bay, and local high schools to identify which artists (1) had experience with large murals, (2) lives and/or works in Hayward, and (3) had the capacity or connections to involve Hayward students in the project. Mr. Knight was selected as having all these characteristics as well as an aesthetic design consistent with the concept for the Downtown Gateway project.

Communities that have sponsored “paint-brush” mural programs have learned that such murals are rarely defaced by graffiti, and that they stimulate a sense of neighborhood pride and collective ownership. As a further deterrent to graffiti at the site, the mural will be “sealed” with an anti-graffiti.

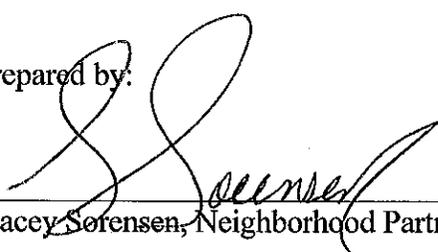
#### **FISCAL IMPACT**

This work is part of the City Gateways project in the Capital Improvement Fund, which is made possible by the transfer of Redevelopment Agency funds. With the approval of the 2010 Capital Improvement Program (CIP) an additional \$200,000 was transferred for this project making the total funding available for the City Gateways Project \$406,000. Sufficient funding is available for this agreement.

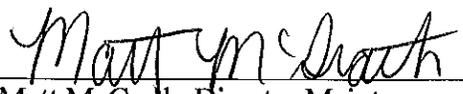
#### **PUBLIC CONTACT**

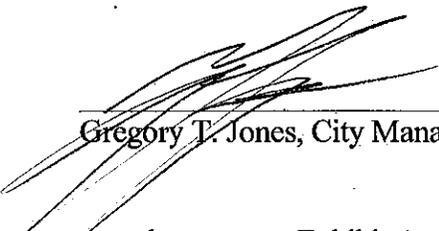
This item has been discussed at the Council Downtown Committee on June 22, 2009. At this meeting the mural project was enthusiastically supported and discussed in some detail.

Prepared by:

  
Stacey Sorensen, Neighborhood Partnership Manager

Recommended by:

  
Matt McGrath, Director Maintenance Services



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Gregory T. Jones, City Manager

Attachments: Exhibit A: Conceptual Sketch of the Downtown Gateway Project  
Exhibit B: Artist Sketch  
Exhibit C: [graffitihurts.org](http://graffitihurts.org) Community Guideline  
Draft Resolution

**DUE TO THE COLOR OF ATTACHMENTS A  
AND B, THEY HAVE BEEN INCLUDED AS  
SEPARATE LINKS**

## **Graffiti Prevention: Creating a Community Mural**

Use a paint-brush mural to help keep graffiti off a wall that is chronically hit or has a long history of vandalism. Murals are rarely defaced by graffiti and instill a sense of pride among those who live nearby.

In Albuquerque, NM, Keep Albuquerque Beautiful, the city's Keep America Beautiful, Inc. affiliate, has helped citizens create over 30 murals. Graffitied walls have been transformed into scenes of American and frontier history, landscapes, and ethnic pride.

From conception to completion, a mural may take up to six months and involve many people. Many cities document through pictures and journals the mural process, displaying photos at the dedication ceremony.

To create a community paint-brush mural, use these guidelines based on Keep Albuquerque Beautiful's checklist:

### **1. Secure partners**

- Estimate the amount of supplies needed and costs. Costs are likely to be anywhere from \$5,000 - \$25,000. Expenses will depend on the size of the wall, the need for scaffolding, and any artist's fees.
- Seek funding from non-profit and city agencies, highway departments, neighborhood associations, and businesses.
- Contact a local paint company or hardware store to request a paint donation.
- Consider including law enforcement as a partner, especially any anti-graffiti unit.
- Use the media to get out information on the proposed mural project to help round up financial and in-kind support.

### **2. Identify a site**

- A wall or other area frequently hit with graffiti is a good choice for a mural. Also consider the neighborhood, property owner, and visibility.
- Obtain written permission from the property owner to create a mural. If the site is on public property, permission may require the approval of city officials or a county board. Check in to this.

### **3. Create a design**

- Contact the local arts council or arts guild to get a list of mural artists. Or, ask a high-school art teacher or local artist to be the lead designer. The artist should be familiar with mural graphing and wall preparation. Some artists will work voluntarily, but in most cases a fee is appreciated.
- Get design ideas from neighborhood and civic groups, community leaders, and mural partners. A design that works well in one area may not be appropriate for another.
- Develop a scale drawing, in color, to share with the mural partners, including funders. Involve everyone in the final design selection. Once the design is approved, set up a timeline with major markers toward completion.
- The property owner should also approve the design and sign a "mural protection policy" agreeing to take care of the mural over a set period of time.

#### **4. Recruit volunteers**

- Recruit schools, arts organizations, neighborhood groups, and others to gather volunteers to help paint the mural. Artistic ability is not required. Interview volunteers and ask them to sign a volunteer waiver form, or show proof of insurance.
- Urge the lead designer to involve youth and local arts students in the mural development process. This is an opportunity for them to learn graphing and mural techniques. Students are usually available only after school or on Saturdays.

#### **5. Gather supplies**

- Needed supplies include water, man-made shade, insurance waiver, surface preparation materials (caulk, primer, and/or stucco patch), brushes, rollers, trays, paint, pigment tints, chalkline, rags, drinking water, sodas, snacks, buckets, mixing sticks, and sunscreen.
- A long mural six feet or less in height eliminates the need to borrow or rent ladders and scaffolding, which can be expensive. If the mural is larger, scaffolding is likely needed; take safety precautions.

#### **6. Prepare the site**

- Remove weeds and litter from the base of the wall and surrounding area.
- Remove excess or old dried up paint from the surface that may be cracking or peeling off. To do this may require power washing, scraping or sanding.
- Seal cracks in the wall with caulk and make needed repairs.
- Prime the wall.
- Transfer the image to the wall.

#### **7. Complete the mural**

- Take appropriate safety and supervision measures during painting.
- In hot summer months, paint early in the day.
- Apply an anti-graffiti coating on completed mural.
- Cleanup around the site. This will help to show off the mural.

#### **8. Unveil to the community**

- Have a dedication. Invite the press, elected officials, and everyone who participated. Serve food, have music, and create a festive atmosphere.
- Ask the mayor to make a public statement in support of the mural.
- Ask police, especially any anti-graffiti unit, to block off the streets and participate in the ceremony.
- Give credit to all involved in creation of the mural—from those making donations to volunteers.



Produced by *Graffiti Hurts* and Keep America Beautiful, Inc., 2003.  
1010 Washington Blvd., Stamford, CT 06901  
[www.graffitihurts.org](http://www.graffitihurts.org)

**DRAFT**

*NH  
5/24/09*

HAYWARD CITY COUNCIL

RESOLUTION NO. 09-

Introduced by Council Member \_\_\_\_\_

RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH ANDREW KNIGHT FOR A NEW MURAL FOR THE CITY GATEWAYS PROJECT AT FOOTHILL BOULEVARD AND MAPLE COURT

BE IT RESOLVED by the City Council of the City of Hayward that the City Manager is hereby authorized and directed to negotiate and execute a professional services agreement with Andrew Knight for a new mural for the City Gateways project at Foothill Boulevard and Maple Court, in an amount not to exceed \$75,000 in a form to be approved by the City Attorney.

IN COUNCIL, HAYWARD, CALIFORNIA \_\_\_\_\_, 2009

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:

MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST:  
City Clerk of the City of Hayward

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney of the City of Hayward