

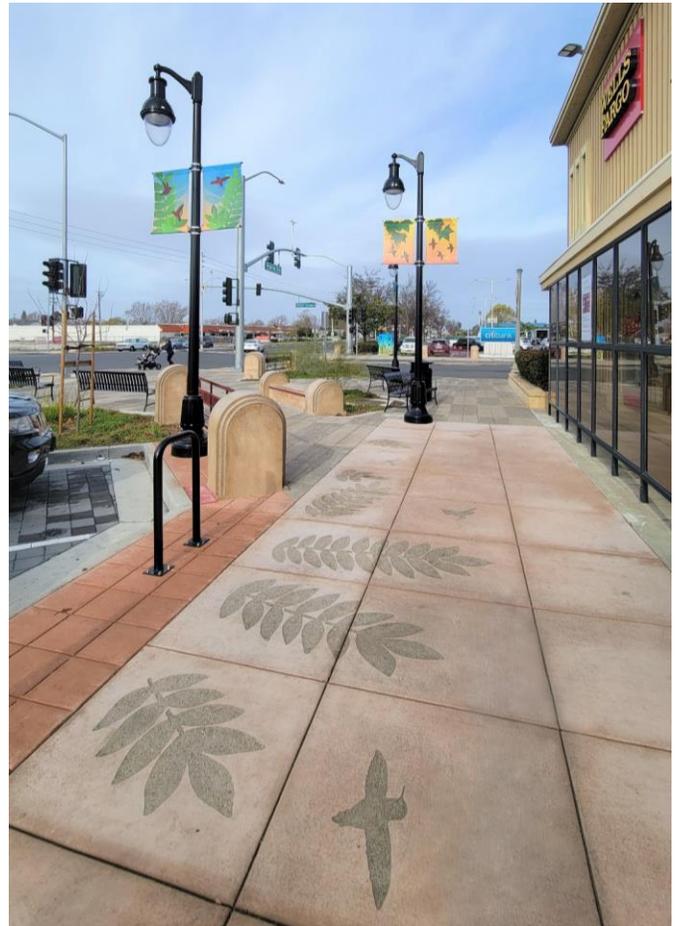
PUBLIC ART PROGRAM

Hesperian Boulevard Corridor Improvement Project

The Alameda County Arts Commission manages the County's Public Art Program which presents artworks in County buildings and in outdoor spaces throughout the unincorporated areas of Alameda County. The goal of the Public Art Program is to provide positive, uplifting art experiences for the community.

The Public Artwork for the Hesperian Boulevard Corridor Improvement Project was managed by the Alameda County Arts Commission in partnership with the Alameda County Public Works Agency. The funds are provided through the "Percent for Art" Ordinance established by the Alameda County Board of Supervisors.

The Hesperian Boulevard Corridor Improvement Project extends from the I-880 freeway overpass to A Street in the San Lorenzo community in unincorporated Alameda County. Motorists, pedestrians, bicyclists, transit riders, and residents in the San Lorenzo community will enjoy a revitalized, safe, and accessible commercial corridor.



Artist **Vanessa Marsh** was selected through an open, competitive process by a Selection Committee of community members who live and work in San Lorenzo. The overall theme of the artwork is "The Sky Above and Below." The artwork references the connections and shared experiences of the local natural environment of San Lorenzo. Marsh's designs are based on her photographs of San Lorenzo. Using the photographs, Marsh created handmade silhouette paintings of plants and birds common to San Lorenzo including hummingbirds, hawks, blackbirds, gulls, sandpipers, and sycamore, olive, and honey locust trees. The silhouetted paintings were then digitized and used to make metal stencils for sandblasting on the concrete sidewalks along Hesperian Boulevard and featured on street banners and utility boxes.

Stencil-Sandblasting

Artist Vanessa Marsh created 50 unique designs based on her photographs of San Lorenzo’s trees, plants and birds. She created silhouette paintings from her photographs and then digital files were created and used to make metal stencils. The stencils were then used to sandblast the designs into the concrete. The designs are situated at eight different locations along Hesperian between Post Office Road and Via Mercado.

Tree branches, leaves and birds in flight create a sense of movement and interest along the sidewalks. The placement of the designs is intended to promote exploration of the pavilions and shopping areas.



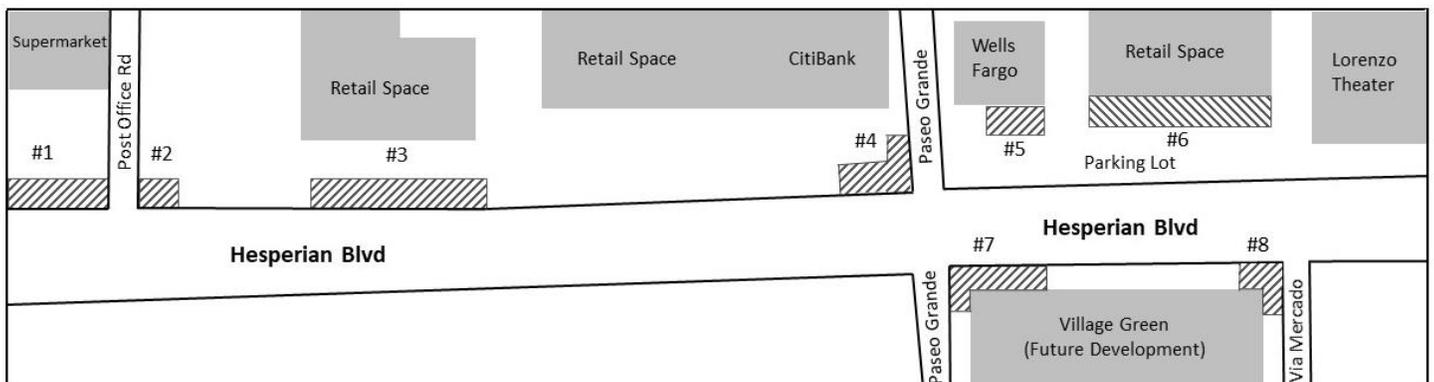
Photo: Vanessa Marsh



“By bringing together the natural elements of San Lorenzo with the commercial areas, my hope is that the project will enliven the commercial zone and unite it with the surrounding vibrant neighborhoods and beautiful natural spaces, inspiring a sense of connection.”

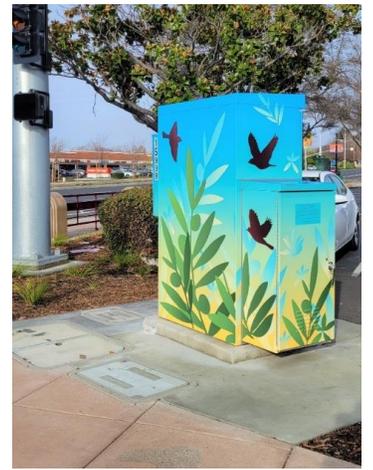
– Vanessa Marsh, Artist

8 Stencil-Sandblasted Artwork Locations



Art Banners & Utility Box Wraps

Marsh's colorful compositions of birds flying through lit skies are featured on the street banners and utility box wraps. The Arts Commission partnered with the Alameda County Economic & Civic Development Department to fabricate and install the banners as part of the ECD's Banner Program in unincorporated Alameda County. The Arts Commission partnered with the Alameda County Public Works Agency to fabricate and install the utility box wraps as part of the Utility Box Art Program in unincorporated Alameda County.



Community Involvement & Artist Selection Process

Community involvement and engagement are at the core of this project. Community members were involved in the project by contributing to a community survey about San Lorenzo, participating in a community roundtable and community meetings, providing comments about the artists' proposal designs, serving on the artist selection committee, and providing feedback during the design development. Artist Vanessa Marsh was chosen by a Selection Committee of community members who live and/or work in San Lorenzo. The Artist Selection Committee members are:

Christine Dowell (Community Representative)
Jordan Espinoza (Community Representative)
Norman Fobert (Community Representative)
Susan Olsen (Community Representative)

Kathie Ready (Community Representative)
Marcus Tikotsky (Community Representative)
Danielle Wilson (Former San Lorenzo Library Manager)

Public Art Project Team

Artist: Vanessa Marsh. Arts Commission Project Management Team: Rachel Osajima, Director; Amy Stimmel, Project Coordinator; Rosa Valdez, Project Coordinator; and Violet Harlo, Arts Education Program Coordinator. Leadership Team: Alameda County Arts Commissioners, Alameda County Public Art Advisory Committee Members, and Melissa Wilk, Alameda County Auditor-Controller/Clerk-Recorder.



Image of the San Lorenzo Community Identifier Mural. Artwork by artist John Wehrle. Photo courtesy of the artist.

Alameda County Arts Commission

The Alameda County Arts Commission is dedicated to improving the quality of life in Alameda County by nurturing a thriving environment for the arts; promoting economic opportunities for Alameda County’s artists and arts organizations through services such as arts funding, public art, and arts education; encouraging public participation in the arts; and actively advocating for the arts. The Arts Commission supports all art forms including visual, performing, literary, traditional, and media arts. All of the Arts Commission’s programs are based on the belief that arts and creativity are an essential part of every successful and thriving community. The Office of the Alameda County Arts Commission manages the County’s Public Art Program which presents artworks in County buildings and in outdoor public spaces throughout the unincorporated areas.

Other Public Art Projects Managed by the Alameda County Arts Commission in San Lorenzo

San Lorenzo Community Identifier Mural

Artist John Wehrle painted the San Lorenzo Community Identifier on both sides of the I-880 Highway overpass above Hesperian Boulevard. John Wehrle’s design includes the words “San Lorenzo” and images of the San Lorenzo Creek including depictions of water, Sycamore tree leaves, and other natural elements such as a dragonfly, turtle, duck, and butterfly.

San Lorenzo Library

Artist Stephen Galloway used his photographs of the region to create the glass artwork for the library. The artwork is not a direct representation of this area but impressions, ideas, and reflections of what this place feels like. The artwork appears on 20 windows and is viewable from both inside and outside of the library.



Images of San Lorenzo Library public artwork by Stephen Galloway. Photos courtesy of the artist.

To learn more about the Alameda County Arts Commission’s programs and services, please visit: <https://arts.acgov.org/> For the latest news and updates, follow the Alameda County Arts Commission on Facebook and Instagram. The Office of the Alameda County Arts Commission is division of the Alameda County Auditor-Controller/Clerk-Recorder Agency led by Melissa Wilk.



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