

## LEWELLING BOULEVARD

# New Art Designs for the Utility Box Art Program & Streetlight Pole Banner Program

### Overview

The Alameda County Arts Commission is launching a new phase of art designs for Lewelling Boulevard's Utility Box Art Program and the Streetlight Pole Banner Program. The overall goal of the program is to help support a positive and welcoming environment. The art new designs will be installed on County-controlled utility boxes and on banners along Lewelling Boulevard beginning in 2024. The new designs will replace the current utility box designs and will be used to create a new set of banners.

The Alameda County Arts Commission manages the County's Utility Box Art Program in unincorporated Alameda County. This program is funded by the Alameda County Public Works Agency. The Arts Commission coordinates the art designs for the Streetlight Pole Banner Program which is managed and funded by the Alameda County Economic and Civic Development Department. The Arts Commission is also managing a concurrent phase of new arts designs for the utility boxes and banners in Castro Valley.

### Project Update

The Alameda County Arts Commission is pleased to announce that four artists have been chosen by the Artist Selection Committee comprised of community members. The selected artists are: **Karen Barry** (Fremont), **Ekaterina Bazlakova** (Castro Valley), **Rhonda Chase** (Pleasanton), and **Hilda Robinson** (Oakland). Each artist will have 1-3 art designs presented through this program. Below are digital mock-ups of three of the new art designs on utility boxes. The final art designs and placement on the utility boxes may change. The banners will feature sections of the same artworks. The final utility box and banner designs will be presented to the Eden Area MAC at a future date. Images below feature artworks created by Ekaterina Bazlakova (left), Karen Barry (center), and Hilda Robinson (right).



## New Arts Designs for the Utility Box Art Program & Streetlight Pole Banner Program Selected Artists

Each artist will have 1-3 art designs presented through the utility box and banner programs.  
Below you will find one or two representational artworks by each of the four selected artists.

### Artist: Karen Barry

Materials: Linocuts and watercolor on paper



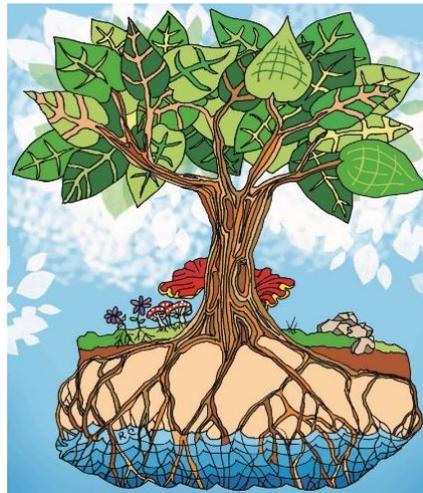
### Artist: Ekaterina Bazlakova

Materials: Oil on canvas



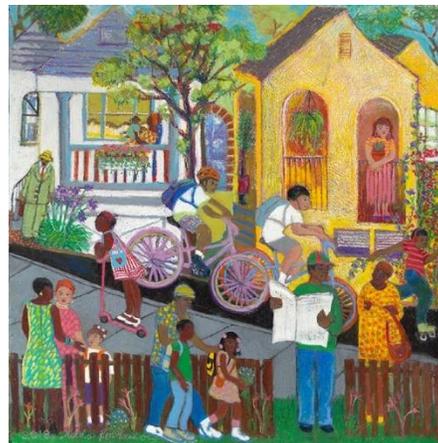
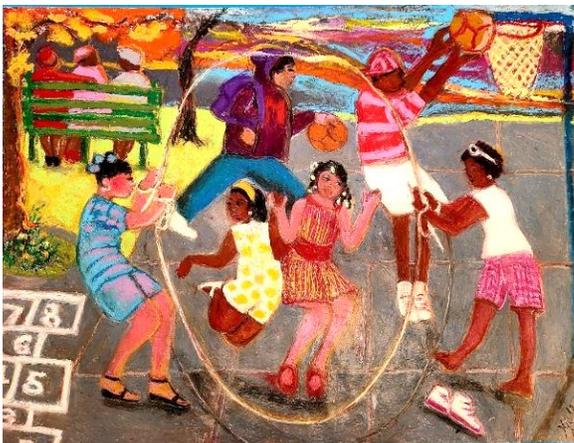
### Artist: Rhonda Chase

Materials: Pen, ink and digital illustration



### Artist: Hilda Robinson

Materials: Oil pastel on paper



## Project Background

Community involvement and engagement are at the core of this project. Community members have been involved throughout the project by serving on the Artist Selection Committee, contributing to a community survey, and providing feedback on the semifinalists' artwork.

The Artist Selection Committee met on April 26, 2023 to review images of the available artwork by artists in Project Pool. Artists currently in the Arts Commission's Artist Registry and who live, work, or rent/own a studio in Alameda County were eligible for this program. The Arts Commission's Artist Registry is a prequalified list of artists used for public art opportunities managed by the Office of the Alameda County Arts Commission. The Selection Committee identified 10 artists to advance as semifinalists to the next round of selection. The semifinalists' artwork was available for public comment online and in-person from May 10-25, 2023. An informational display was available at the San Lorenzo Library. Community members were encouraged to submit comments describing why each of the semifinalists' artwork was or was not a good match for the whole community. The Arts Commission collected comments from 32 individuals about the artwork being considered for Lewelling Boulevard. All of the comments were shared with the Artist Selection Committee and the Committee was asked to consider the comments when making a recommendation of which artists to select for the program.

The Artist Selection Committee reconvened on June 1, 2023. At that meeting, the Committee recommended four artists receive contracts for the program. The recommended artists will be reviewed by the Eden Area Municipal Advisory Council, the Alameda County Public Art Advisory Committee (PAAC), and the Members of the Arts Commission. The artists' contracts will be presented to the Alameda County Board of Supervisors for final approval in September 2023.

## Artist Selection Committee

The Artist Selection Committee members for the new art designs for Lewelling Boulevard Utility Box Art Program and the Streetlight Pole Banner Program are:

- Christine Dowell, Community Representative
- Michael Freed, Artist and Community Representative
- Jade Le, Arts Entrepreneur and Community Representative
- Sandra Macias, Community Representative
- Lorraine Marcille, Library Manager San Lorenzo Library
- Susan Olsen, Community Representative

## Timeline

Feb – March 2023: Review of Program Plan by the Alameda County Public Art Advisory Committee & the Members of the Alameda County Arts Commission

March 2022: Community outreach regarding Artist Selection Committee and Community Survey

April 11, 2023: Review of Program Plan by the Eden Area Municipal Advisory Council

April 26, 2023: 1<sup>st</sup> Meeting of the Artist Selection Committee

May 10-25, 2023: Semifinalists' artwork available for public comment

June 1, 2023: 2<sup>nd</sup> Meeting of the Artist Selection Committee

July 11, 2023: Review of recommended artists by the Eden Area Municipal Advisory Council

June – Aug 2023: Review of recommended artists by the Alameda County Public Art Advisory Committee & the Members of the Alameda County Arts Commission

Sept 2023: Approval of artists' contracts by the Alameda County Board of Supervisors

Oct 2023 – March 2024: Artwork digital file preparation

Early 2024: Installation of streetlight pole banners

March – Dec 2024: Installation of utility box vinyl wraps

## Alameda County Arts Commission & the County's Public Art Ordinance

The Arts Commission was established in 1965 by the Alameda County Board of Supervisors. The Members of the Arts Commission provide oversight of the Commission and act in an advisory capacity to the Board of Supervisors concerning the arts and the cultural environment in the County. The Arts Commission is comprised of fifteen community members appointed by the Board of Supervisors, and seven ex-officio members representing County Departments and leading educational and cultural institutions. The Arts Commission's programs are managed by a staff of four full-time County employees. The Office of the Arts Commission is a division of the County's Auditor-Controller/Clerk-Recorder Agency led by elected official Melissa Wilk.

The 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 and services are based on the belief that arts and creativity are essential to every successful and thriving community.

The Alameda County Board of Supervisors established Alameda County's Percent for Art ordinance in 1994. The Public Art Program provides for public art elements connected to capital improvement projects undertaken by the County. By ordinance, the Arts Commission Staff are responsible for the management and administration of the Public Art Program. All aspects of the program are conducted in-house by the Arts Commission Staff. The goals of the Public Art Program are to generate positive, uplifting art experiences that create a sense of place, foster involvement with and respect for the regional community, and promote the economic vitality of the County. For each site, unique artworks are created by professional artists and are integrated into the design of the structure or landscaping. Artwork is purchased or commissioned through an open, competitive process. The Public Art Program is administered with guidance from the Alameda County Public Art Advisory Committee.

### Get Connected & Stay Informed!

Email [artscommission@acgov.org](mailto:artscommission@acgov.org) to be added to the Arts Commission's email list about this program. Sign-up to receive the Arts Commission's newsletter by visiting [arts.acgov.org](http://arts.acgov.org).

### More Information

For more information contact the Office of the Arts Commission at phone (510) 208-9646 or email [artscommission@acgov.org](mailto:artscommission@acgov.org)



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A division of the Alameda County Auditor-Controller/Clerk-Recorder Agency  
Under the Leadership of Agency Director Melissa Wilk  
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