

| | A | B | C | D | E | F | G | H | I |
|----|---------------------------------------|---|---|--|--------------|-----------------|------------------|--|--|
| 1 | OakDOT Paint the Town! Applications | | | | | | | | |
| 2 | Applicant Name | Title/Role | Title/Role | Contact Info | Type | # intersections | Council District | Location | Design |
| 3 | Dave Campbell/Tyrone Stevenson | | Bike East Bay/Original Scraper Bike Team | | intersection | 1 | | 90th Ave and 7 Plymouth St | draft submitted |
| 4 | Jenna Topper | | Earth Team | jenna@earthteam.net (844) 704-4030 Ext. 5 | mid block | 1 | | Arthur St btwn Dashwood Ave and 678th Ave | draft submitted |
| 5 | Sarah Arnett | Outreach Committee Chair | Keep Oakland Beautiful | | mid block | 1 | | Lamp St b/w Sterling 6 Dr and Greenly Dr | has some ideas/sources of inspiration, needs to submit draft |
| 6 | Jaymie Lollie | Community School Manager | Frick Impact Academy | jaymie.lollie@ousd.org 510-729-7736 | intersection | 1 | | 64th ave and Brann 6 St | draft submitted |
| 7 | Nicole Gaetjens / Lily Drabkin-Hoover | Sustainability Coordinator | Mills College | ngaetjens@mills.edu 510-430-3224 | intersection | 1 | | Seminary and 6 MacArthur | has some ideas/sources of inspiration, needs to submit draft |
| 8 | Jessica Kunz | teacher | ASCEND School and Oakland Leaf | jkunz@efcps.net 408-316-1314 | mid block | 1 | | 39th Ave btwn San 5 Leandro and 12th St | has some ideas/sources of inspiration, needs to submit draft |
| 9 | Chris Iglesias | Chief Executive Officer | Unity Council | development@unitycouncil.org | mid block | 1 | | E12th St between 37th Ave and 36th 5 Ave | has some ideas/sources of inspiration, needs to submit draft |
| 10 | Peter Olson | Artist/Organizer | | peterrobertolson@gmail.com 510-967-9688 | mid block | 1 | | 39th Ave b/w Victor and Bayo 4 | draft submitted |
| 11 | Judy Johnson-Williams | Art Place | Prescott Elementary School | judy_j-w@ix.netcom.com 510-251-0215 | intersection | 4 | | Peralta St and 10th St, Campbell and 10th, Campbell and 8th, and 8th and 3 peralta | draft submitted |
| 12 | Senay Dennis | | Bike East Bay | Senay@BikeEastBay.org 510-845-7433 | - | 1 | | FordGO Bike Share Dock at 14th St and 3 Mandela | draft submitted |
| 13 | Sarah Arnett | Outreach Committee Chair | Keep Oakland Beautiful | sarahssimplehealth@gmail.com 510-773-8096 | intersection | 1 | | 26th St and Mrytle 3 St | has some ideas/sources of inspiration, needs to submit draft |
| 14 | Nathan Moon | Communications and Outreach coordinator | Northgate Neighbors | contactnatemoon@gmail.com 510-325-5128 | intersection | 2 | | Sycamore and 3 Northgate Ave | draft submitted |
| 15 | | | | | mid block | | | 25th St b/w Telegraph and 3 Northgate Ave | draft submitted |
| 16 | Alternier Cook | | The Friends of the Hoover/Durant Public Library, Oakland Public Libraries | | mid block | 1 | | Market St btwn San 3 Pablo and 31st St | Market St btwn San Pablo and 31st St |
| 17 | Amana Harris / Justin Mullon | Executive Director | Attitudinal Healing Connection | amana@ahc-oakland.org 510-395-4772 | intersection | 3 | | Filbert St and 32nd 3 St | Filbert St and 32nd St |
| 18 | | | | | mid block | | | Filbert St b/w 32nd 3 St and San Pablo Ave 32nd St b/w San | draft submitted |
| 19 | | | | | mid block | | | Pablo Ave and 3 Filbert St | draft submitted |

| | A | B | C | D | E | F | G | H | I |
|----|--|--|---|---|--------------|---|---|---------------------------------|--|
| 20 | Monique Kennedy / Garrett Jacobs | West Oakland Resident Services Manager (EBALDC)/Executive Director (OAC) | California Hotel Leadership Council, San Pablo Area Revitalization Collaborative (SPARC) and EBALDC | mkennedy@ebaldc.org, garrett@openarchcollab.org (510) 658-3647 (510) 214-2954 | intersection | 1 | | 34th St and San Pablo | has some ideas/sources of inspiration, needs to submit draft |
| 21 | Brandie Albright | | Longfellow Community Association (with Oakland Military Institute, North Oakland Community Center & Yu Ming Charter School) | brandi.albright@gmail.com 520-360-9691 | intersection | 4 | | 1 West St at 41st | has some ideas/sources of inspiration, needs to submit draft |
| 22 | | | | | | | | 1 West St at Apgar | has some ideas/sources of inspiration, needs to submit draft |
| 23 | | | | | | | | 1 West St at 40th | has some ideas/sources of inspiration, needs to submit draft |
| 24 | | | | | | | | 1 MLK at Apgar | has some ideas/sources of inspiration, needs to submit draft |
| 25 | Yuriko Jewett | Project Manager | Little Hum Workshop | mylittlehum@gmail.com 510-318-0524 | intersection | 1 | | 1 West and 42nd | draft submitted |
| 26 | Shifra de Benedictis-Kessner | Executive Director | Temescal Business Improvement District | shifra@temescaldistrict.org 510-860-7327 | mid block | 1 | | Shattuck Ave b/w 145th and 46th | draft submitted |
| 27 | Rosemary Griggs / Katherine Harris/Gallagher | Co-chair | Santa Fe Community Association & Neighbors | katherine@santafecan.org 510-597-1901 | intersection | 1 | | Aileen St and Lowell 1 St | draft submitted |
| 28 | Andrew Waggoner | | | | intersection | 2 | | 1 Herman and Ayala | draft submitted |
| 29 | | | | | intersection | | | 1 Martin and Ayala | draft submitted |



City of
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Paint the Town!

Street Mural Pilot Program

PAAC
April 2nd, 2018

Greg Raisman, 2016



What I will cover today

- Overview of pilot program
- Application and design conditions
- Location and design of each approved submission



What is Paint the Town?

- An OakDOT pilot program that allows communities to paint temporary murals on Oakland's streets
- The purpose of this program is to add life and surprise to our streets, help strengthen community spirit, and make streets more playful and fun!



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Lancaster and Derby
Street, Jingtletown
Oakland CA.

Existing street murals in Oakland

64th and Marshall Street, Oakland CA.
Organized by Council Member Dan
Kalb and Placeworks. Mural by Suaro
Luis Cervantes.





Application Checklist

PAINT THE TOWN!

Application Checklist

How will OakDOT select Paint the Town projects? Community members must meet the following criteria and submit all application materials:

| | Description | Application Should Include: |
|------------------------------------|---|--|
| Applicant Information | Applicant should provide a description of their organization/individual background. | Form A: ✓ A1: Contact Information ✓ A2: Description of Applicant |
| Project Goals and Design | Applicant should describe their project's goals and the site's current conditions. Applicant should include a description and/or picture of proposed design. | Form B: ✓ B1: Project Location ✓ B2: Description of current conditions at project location ✓ B3: Picture and description of street mural design |
| Budget and Fundraising Plan | Applicant should show how they plan to raise funds to paint the street mural. Applicant <u>does not need funds secured before application submittal.</u> | Form C ✓ C1: Budget: Expenses and Revenue Table ✓ C2: Written Explanation |
| Outreach Plan | Applicant should demonstrate how they plan to build neighborhood support around the proposal. | Form D: ✓ D1: Description of outreach plan |

Please Note:

- There is no fee associated with this application. OakDOT staff will review all complete applications received.
- If the application is chosen, the applicant is responsible for installation costs, including paint, supplies, and street closure permits (see Form C1).



Design Conditions

- Only within the driving area, not curb, gutters or sidewalks
- End at least two feet before the curb, if no gutter is present and must not touch the gutter
- At least 10' from existing markings, such as crosswalks and lane lines.
- Cannot be confused with or function as a crosswalk, cannot be similar in shape to, or allude to a painted crosswalk, and must avoid mural edges parallel to the street edge
- Cannot include traffic control images
- Cannot include text that may be confused with traffic control such as "SLOW". Text used more abstractly is fine.
- Cannot include promotional, advertisement, or branding imagery



Submissions

- 20 provisionally approved applications
- 30 murals
 - 17 intersections
 - 10 mid-block
 - 1 bike share station
 - 2 bulb-outs/painted side walk extensions



The Original Scraper Bike Team



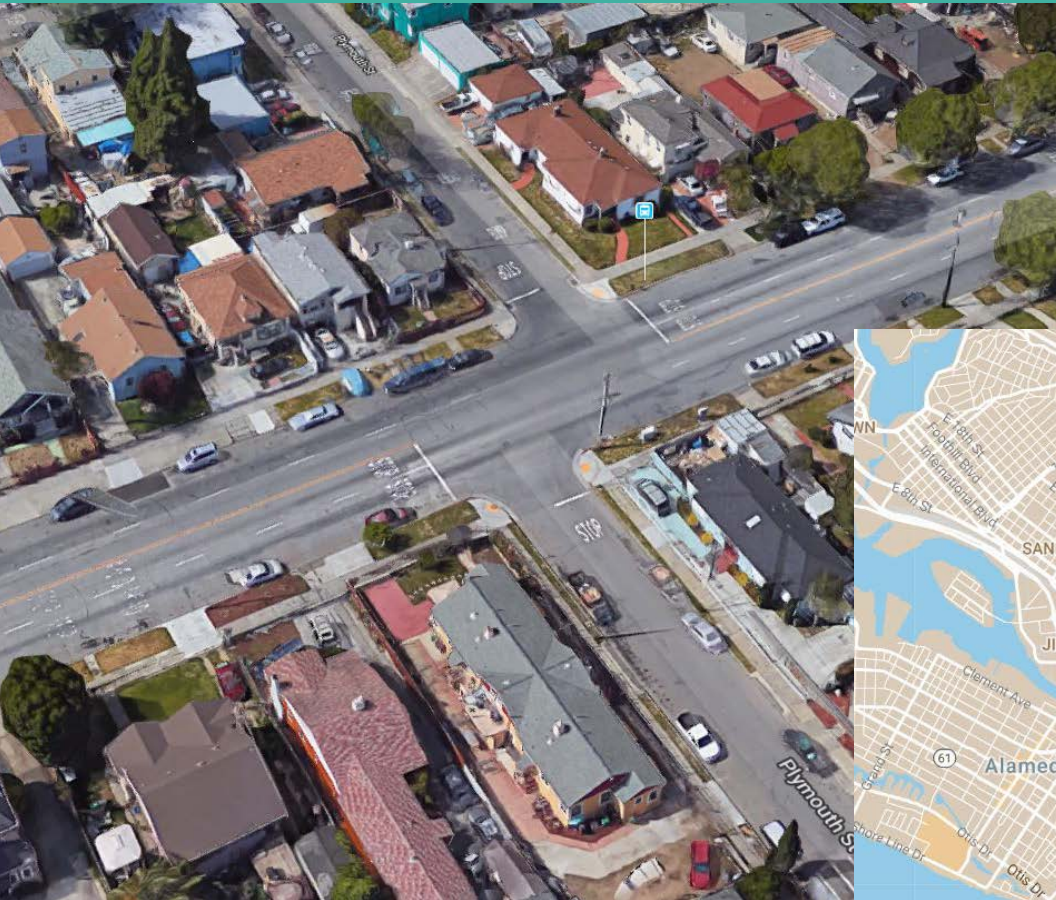
- Represent past and current community events that meet up on 90th Ave
- Donk bikes to highlight the true culture of Deep East Oakland
- People popping wheelies on dirt bikes and teammates cheering them on in bright, vibrant colors



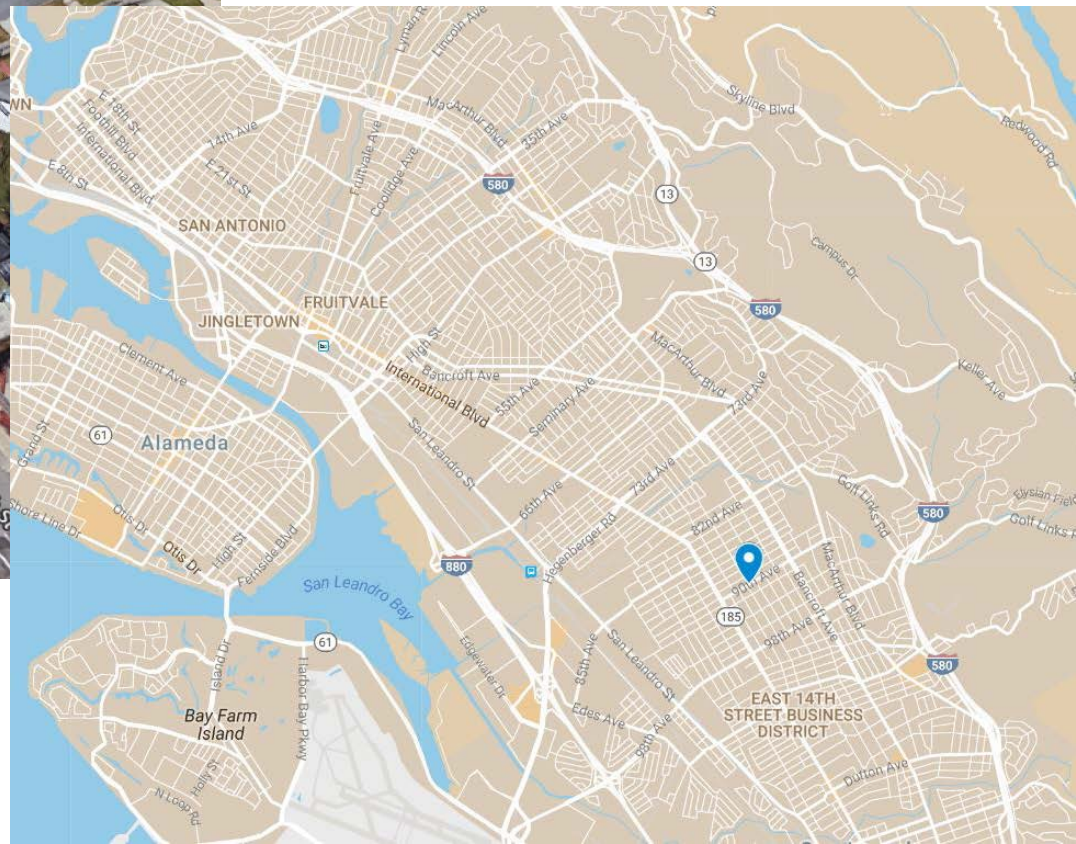
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The Scraper Bike Team



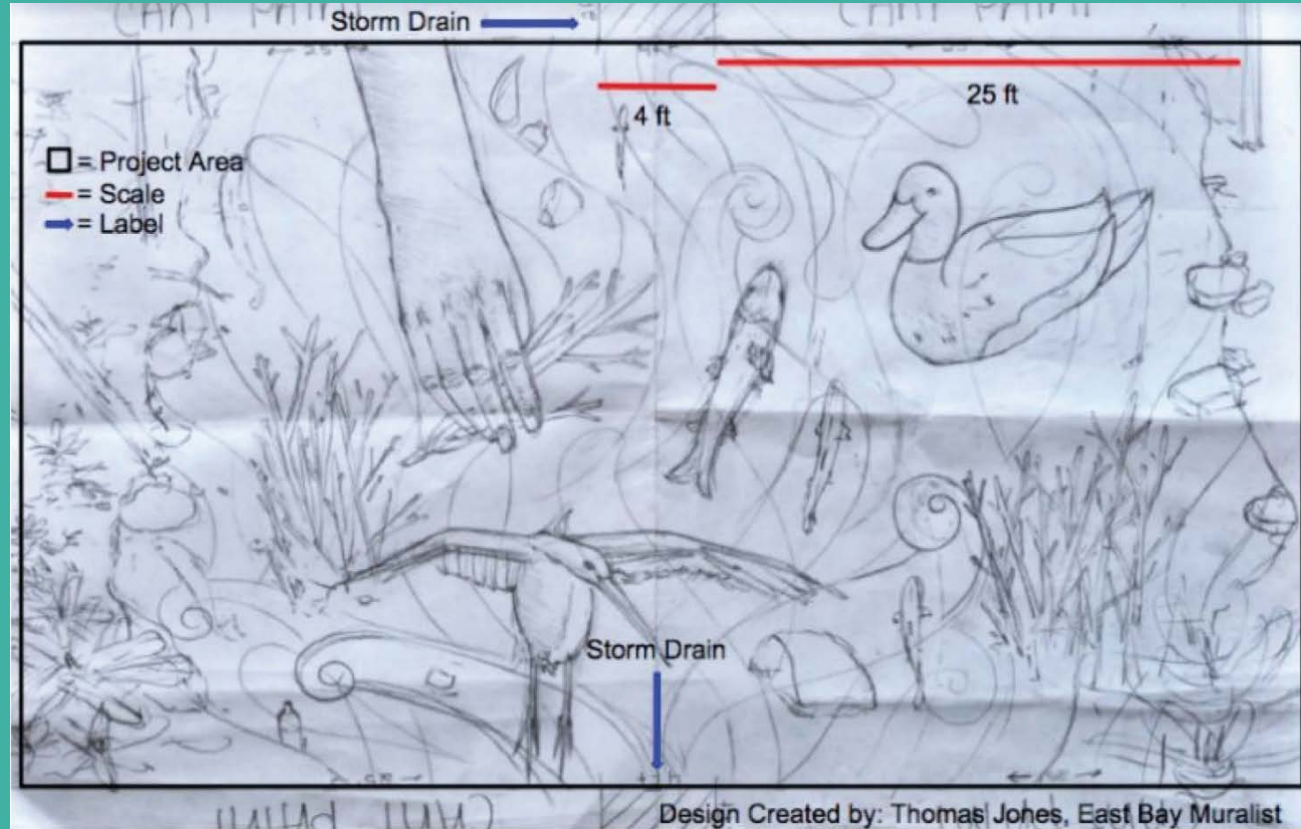
Intersection of 90th Ave
and Plymouth Ave





Earth Team

- Focuses on reality that storm water has the capability of moving litter far distances
- Depicts Arroyo Viejo Creek on the road
- Hands of community members reaching out to pick up the litter

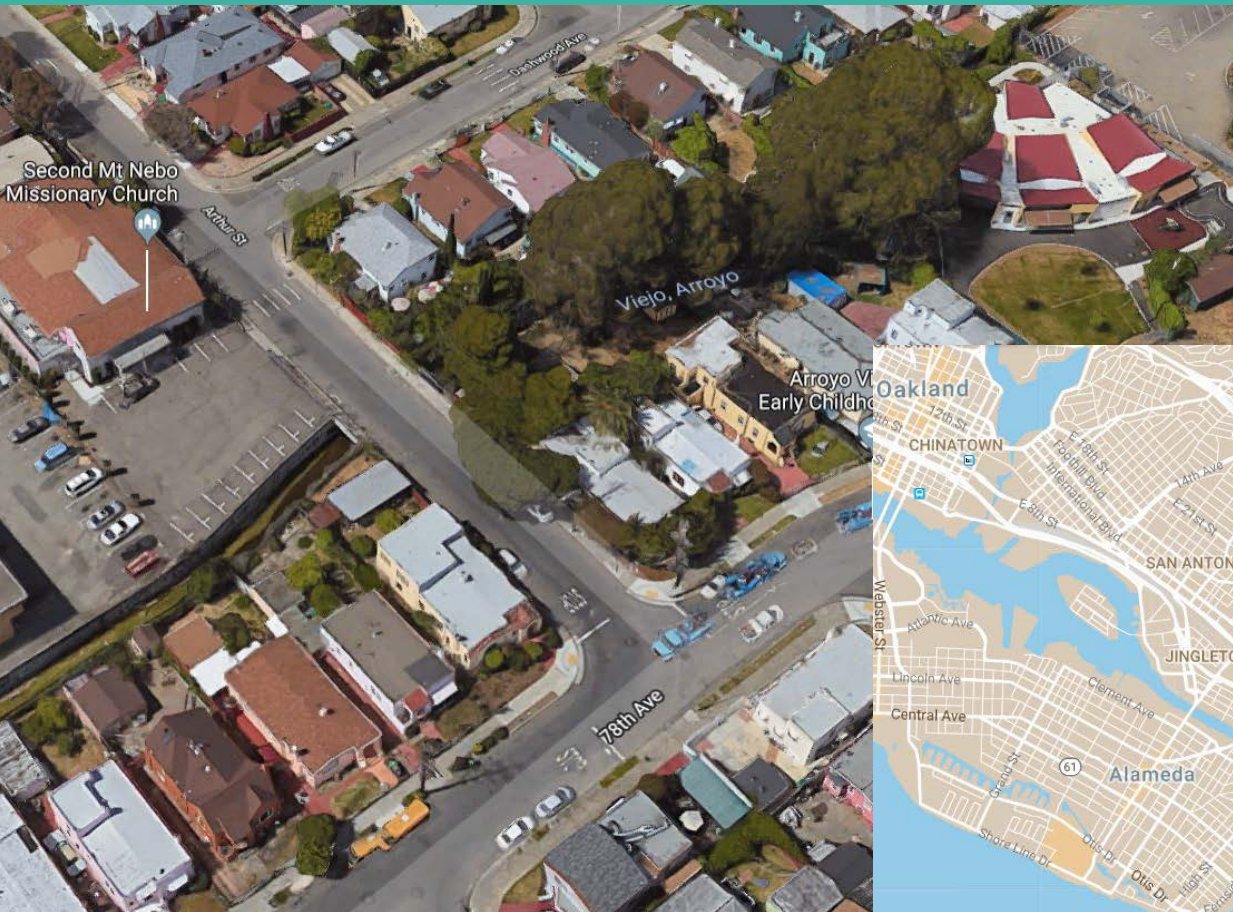




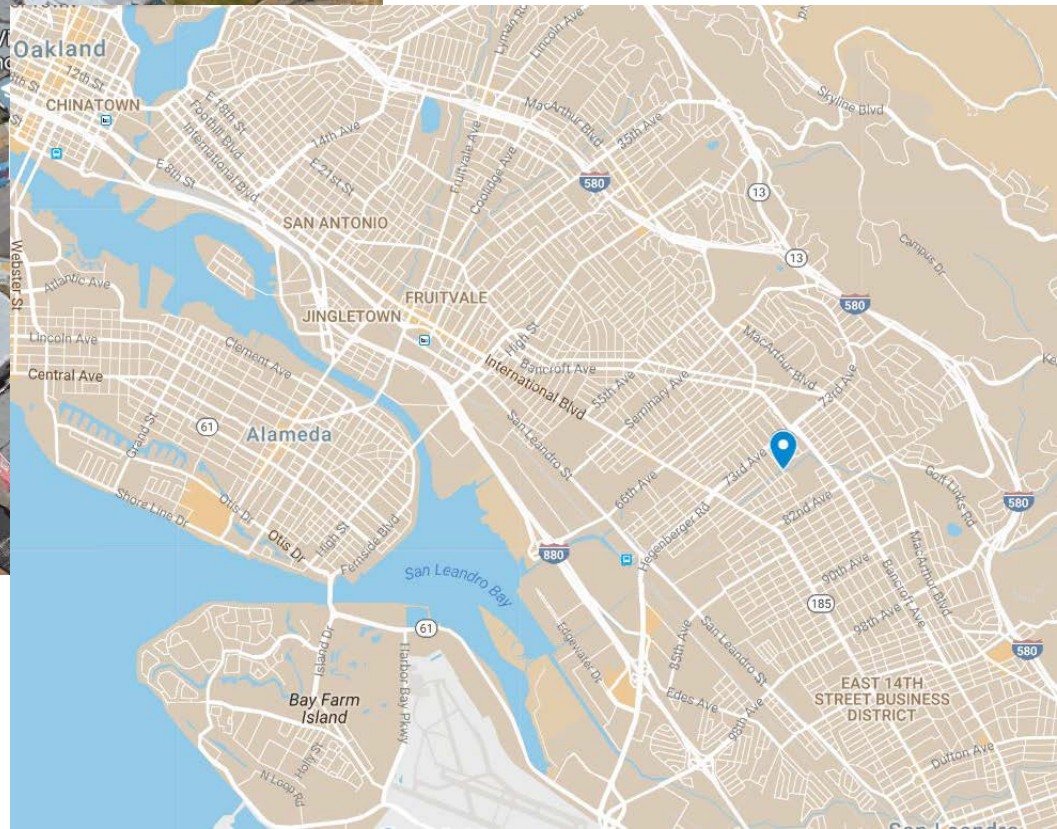
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Earth Team



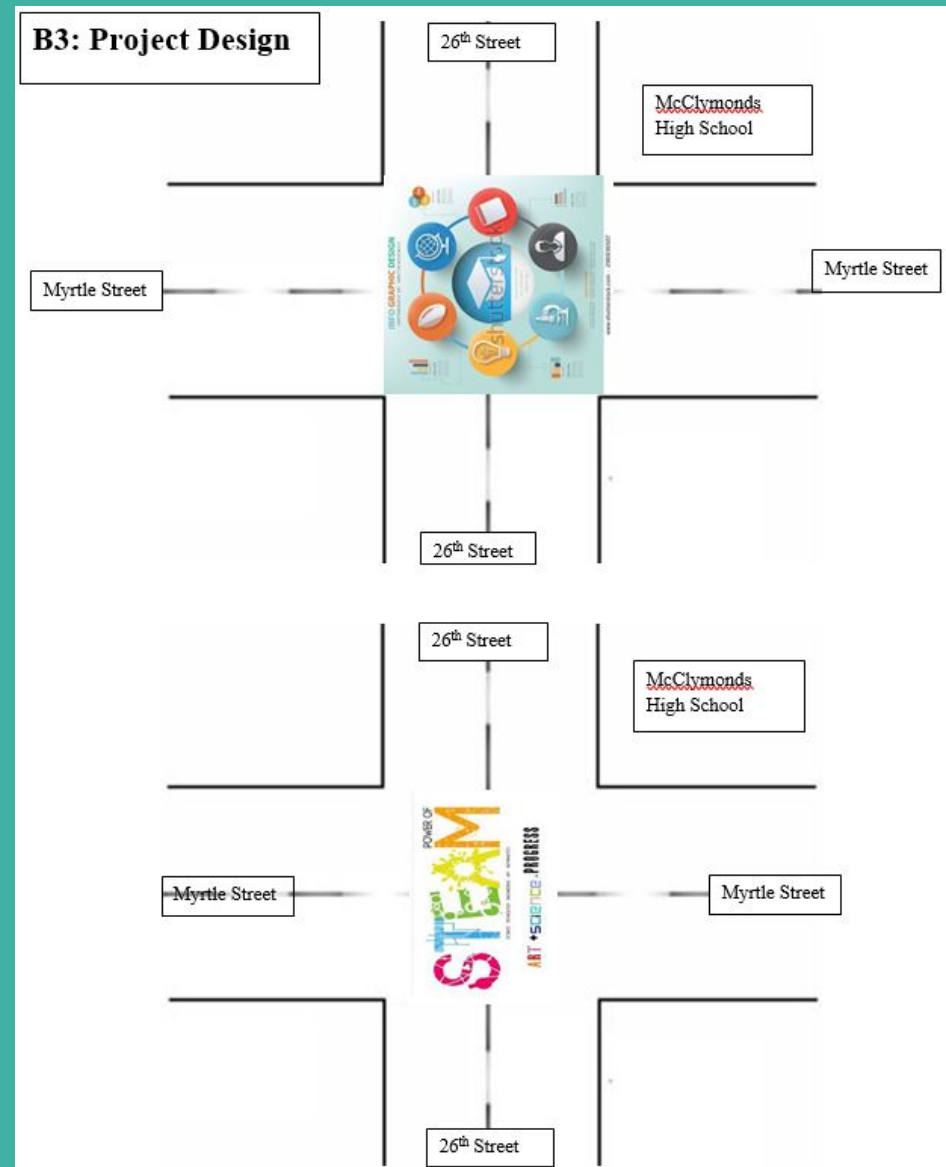
Mid-block of Arthur St
between Dashwood
Ave and 78th Ave





Keep Oakland Beautiful

- Connect to McClymond's High School STEAM (Science, Technology, Engineering, Arts and Math) program
- Reflect community culture and pride

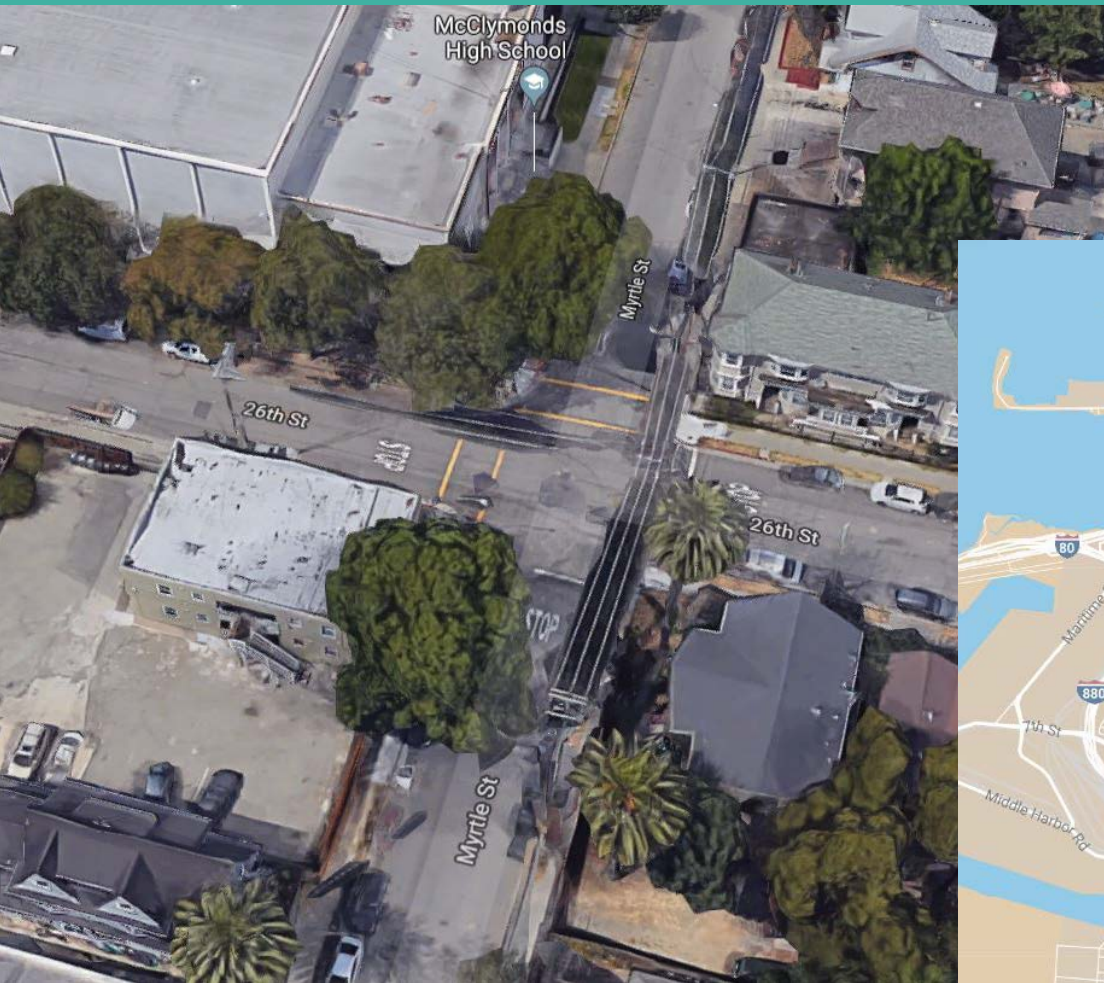




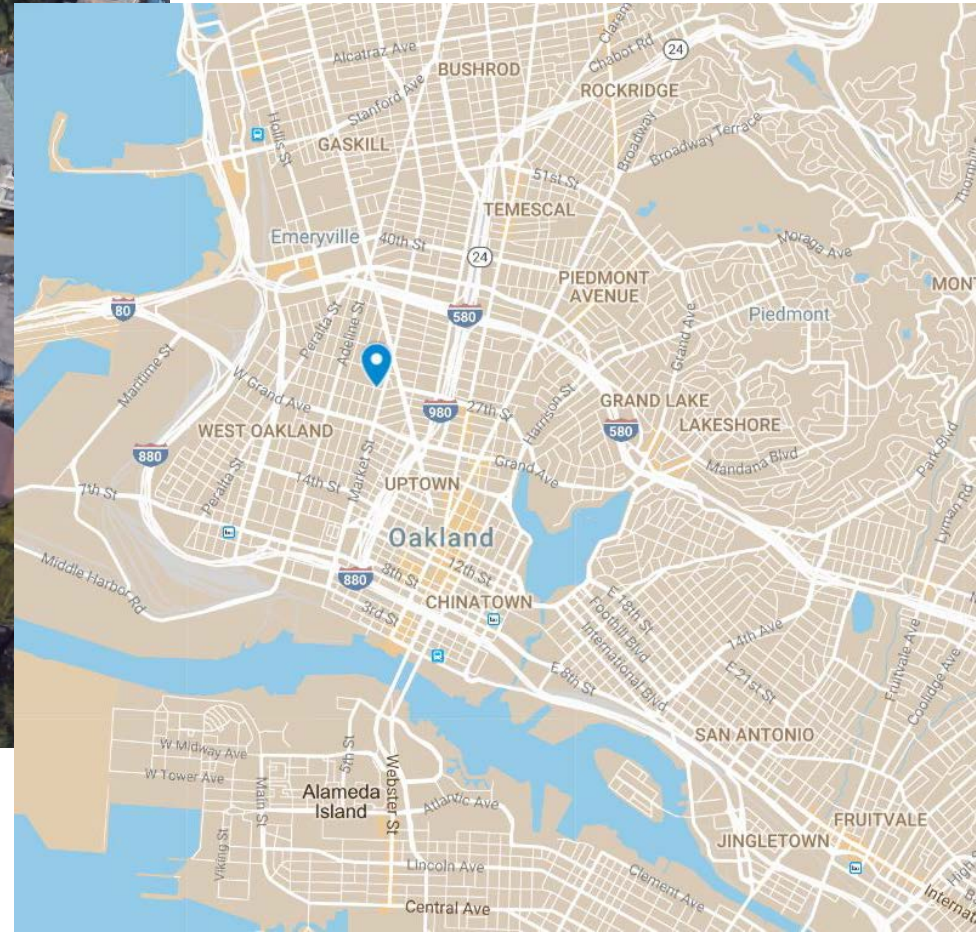
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Keep Oakland Beautiful



Intersection of Myrtle St and 26th Street





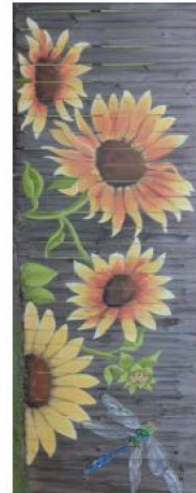
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Keep Oakland Beautiful

- Flowers and plants to connect to adjacent Rising Phoenix Peace Park
- Promotes park cleanups and beautifies neighborhood

Greenly Drive



Phoenix Rising
Peace Park

Lamp Street



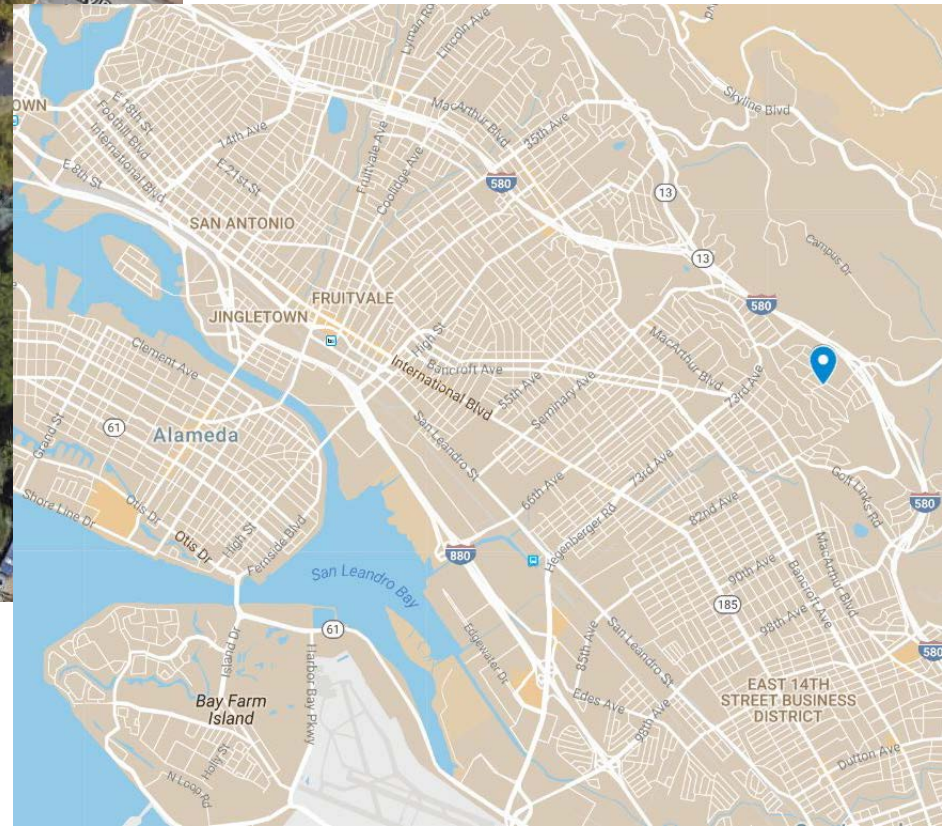
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Keep Oakland Beautiful



Mid-block of Lamp St
between Sterling Dr
and Greenly Dr





Frick Impact Academy

- Incorporate Frick's three core principles:
 - Respect
 - Responsibility
 - Safety
- Written in both Spanish and English

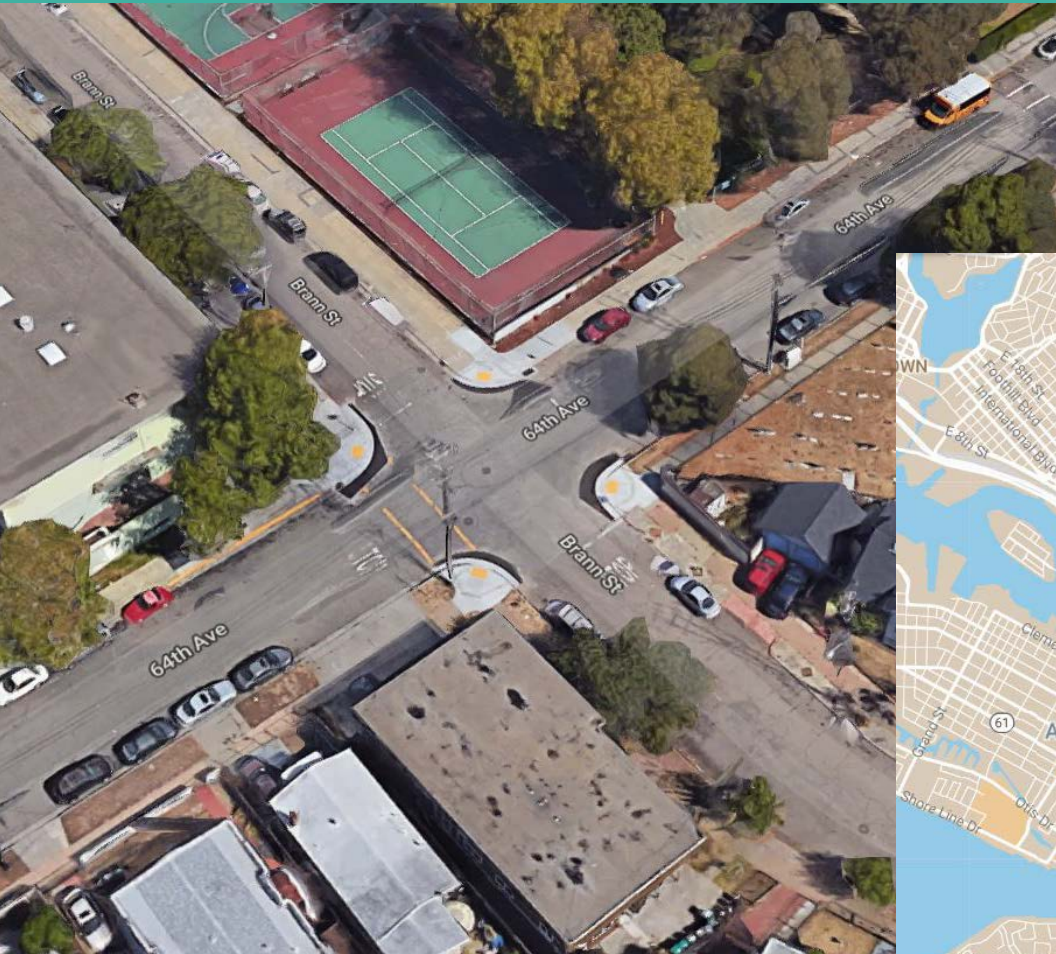




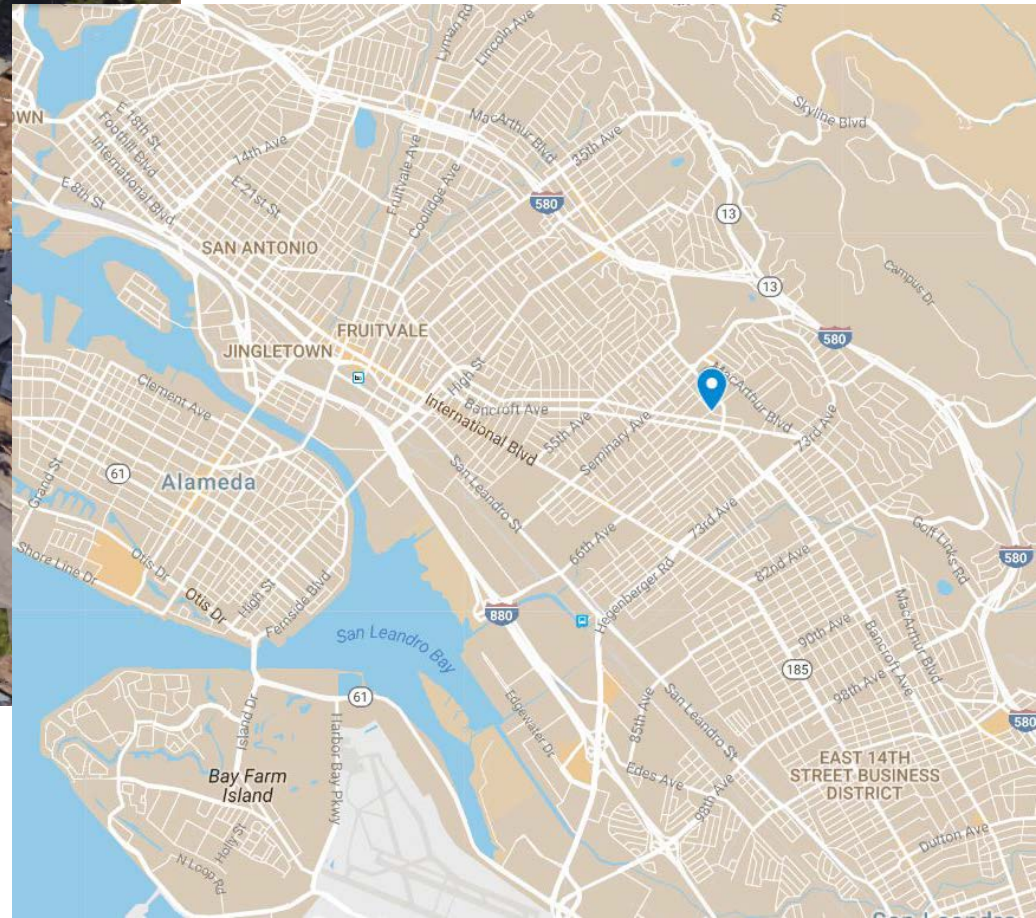
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Frick Impact Academy



Intersection OF 64th
Ave and Brann St





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Mills College

- Symbolizes historical connection between Mills College and adjoining communities
- Triangles, leaves, other simple shapes

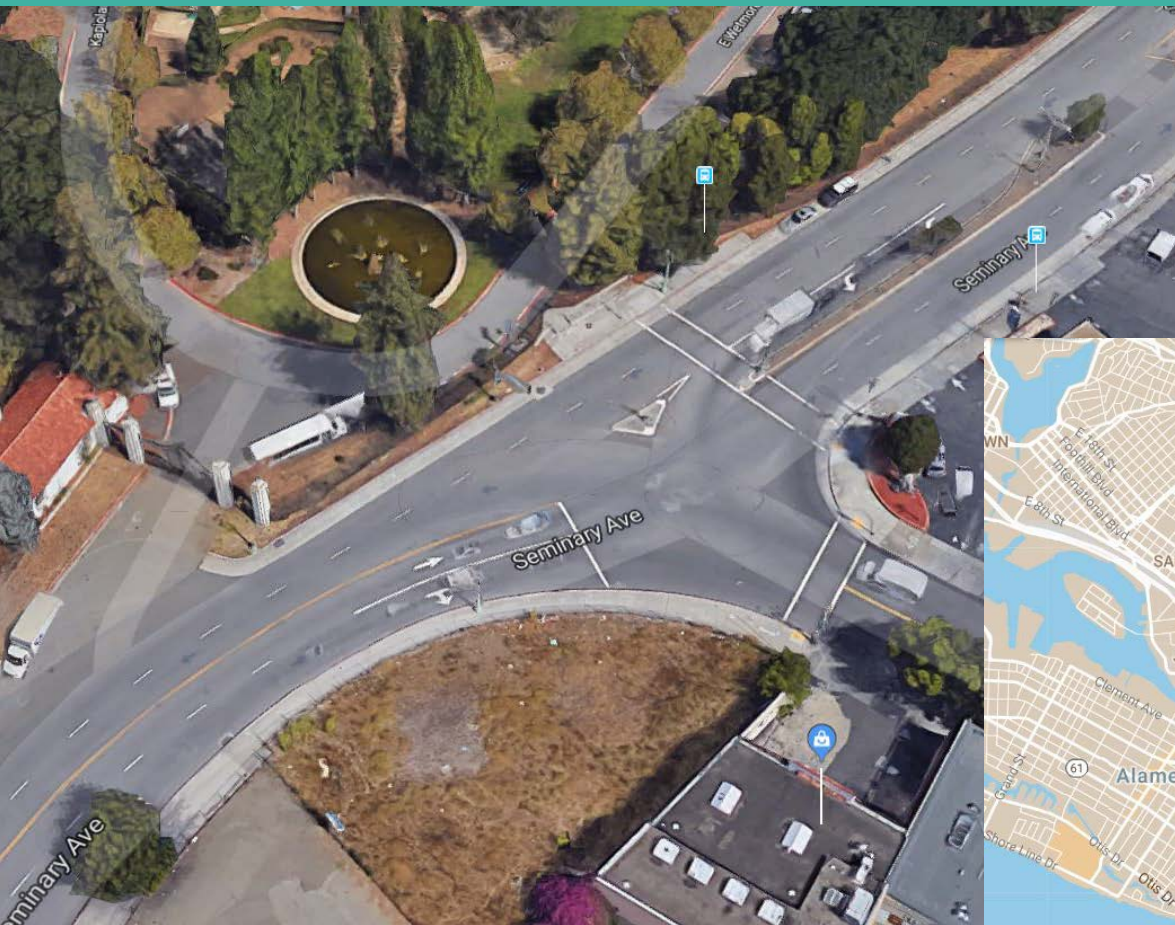




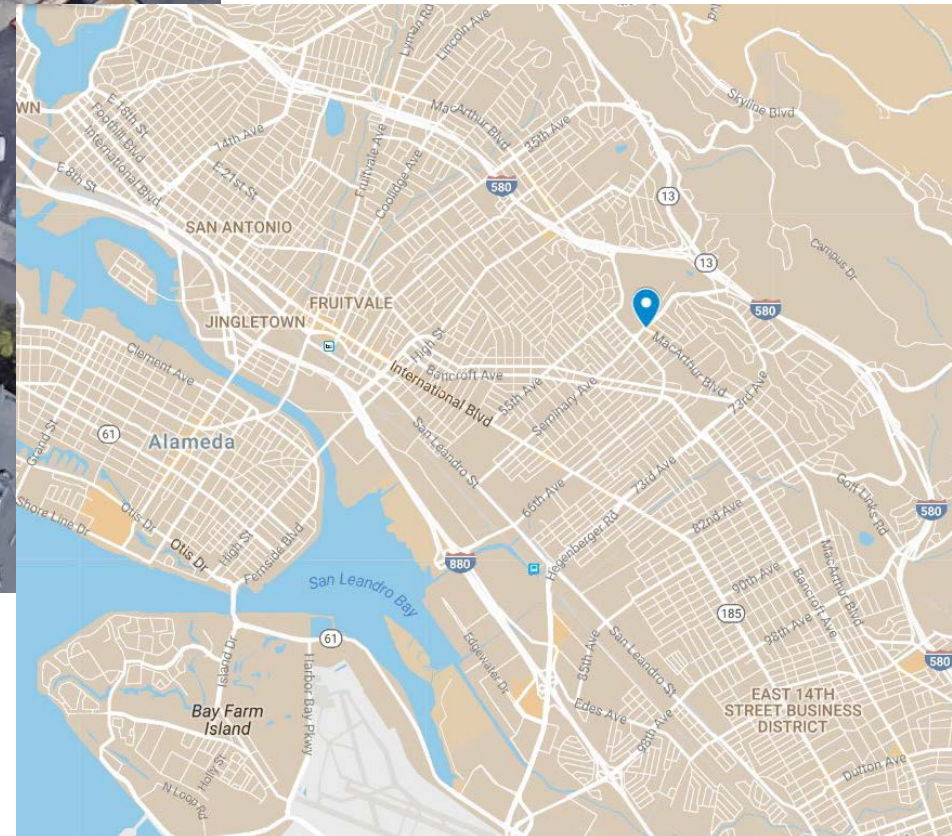
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Mills College



Intersection of Seminary Ave and MacArthur





ASCEND School

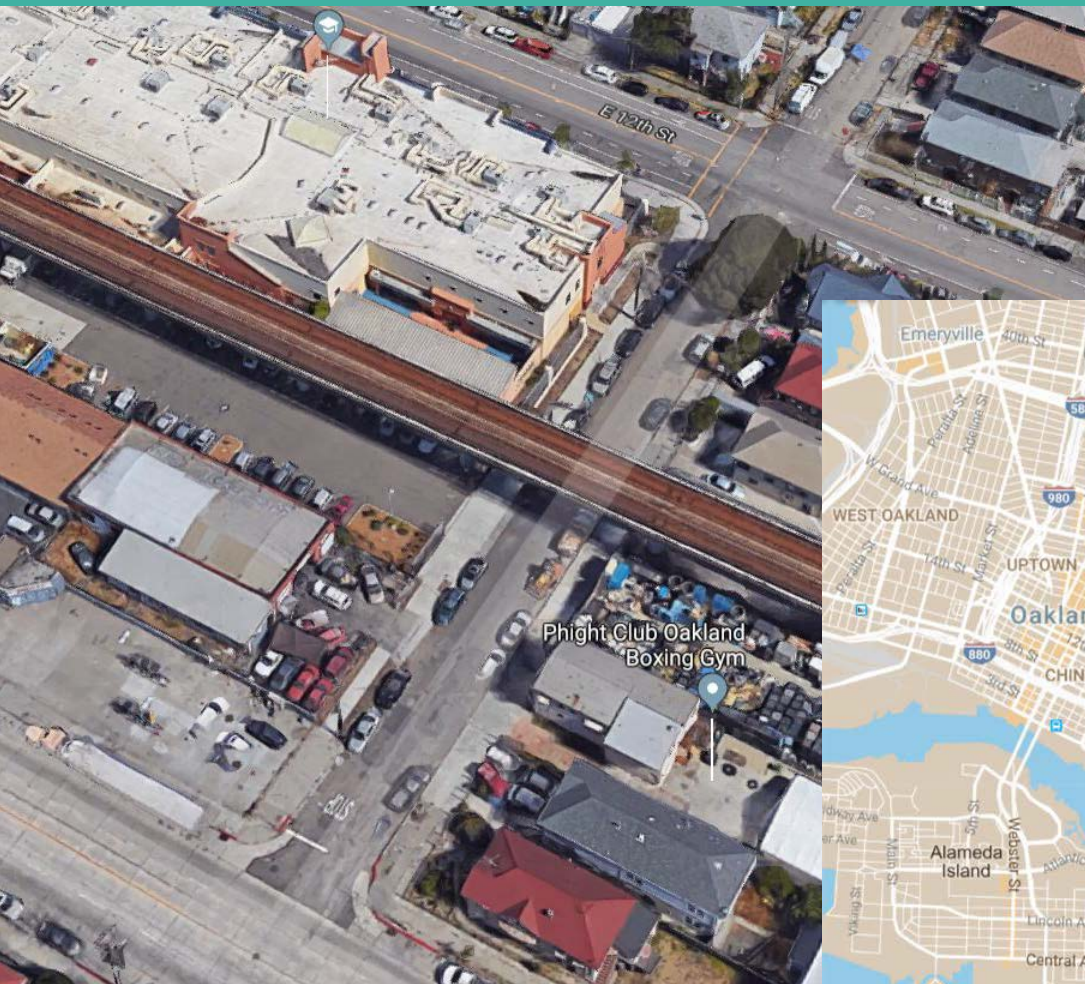
- Possible themes include: respect for nature, grassroots power and diversity and inclusion
- Uplifting mural to show people that students in Fruitvale are concerned citizens too, and care about the future



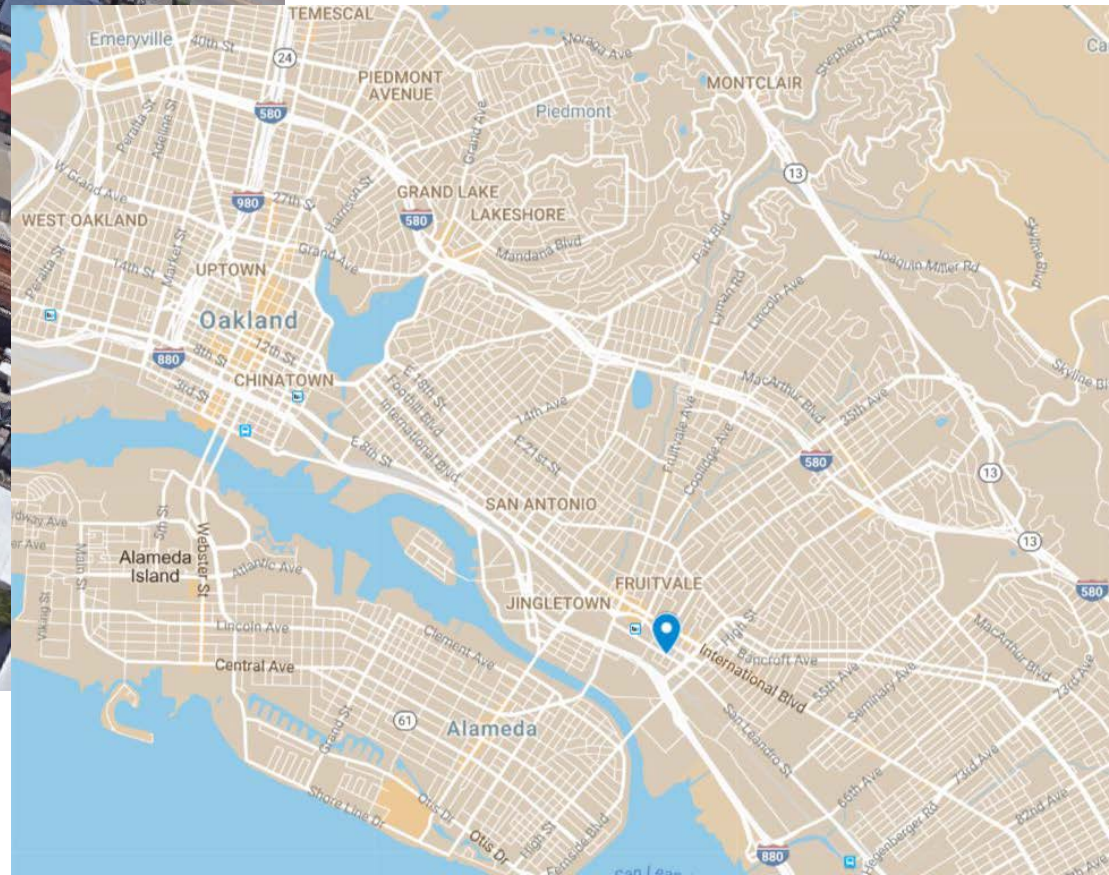
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ASCEND School



Mid-block of 39th Ave
between E 12th St and
San Leandro St





Unity Council

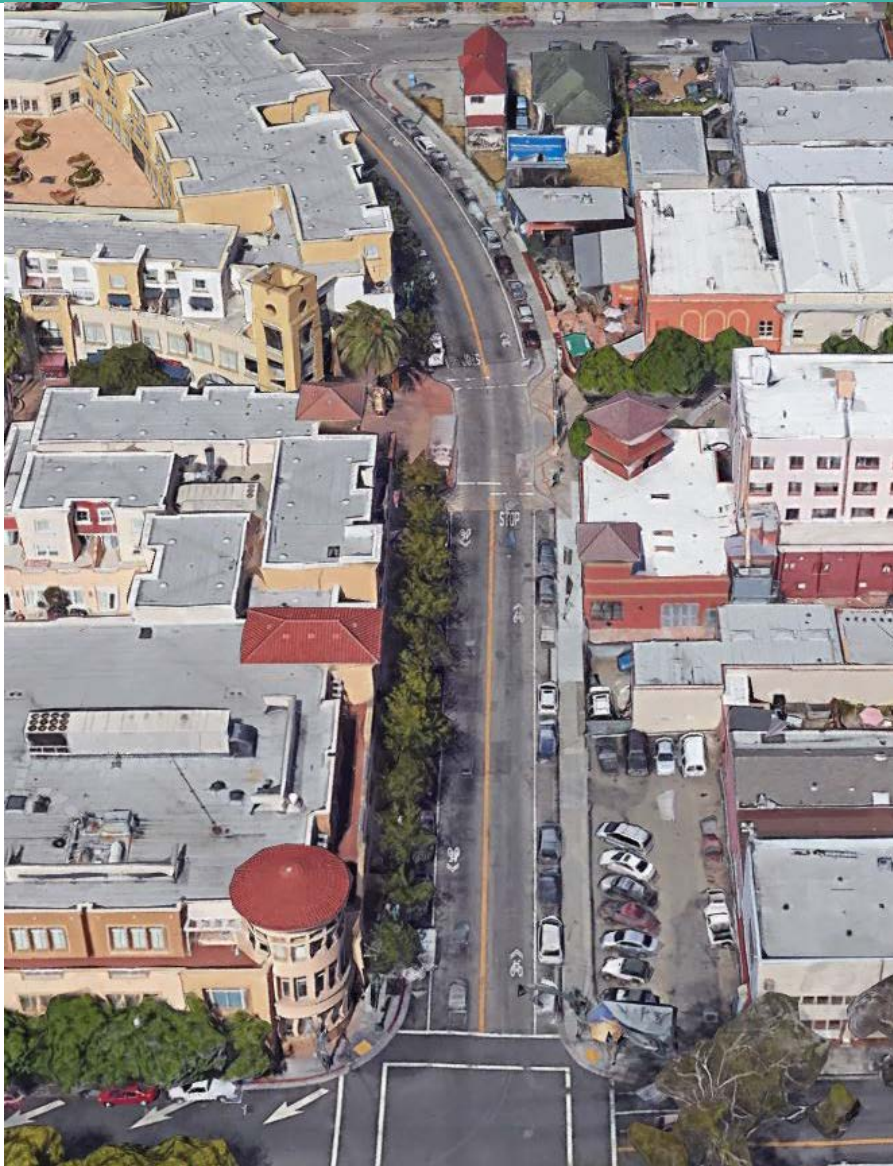
- Will honor Arabella Martinez, founder of the Unity Council at the height of the US Civil Rights Movement
- Will include a butterfly to symbolize Arabella



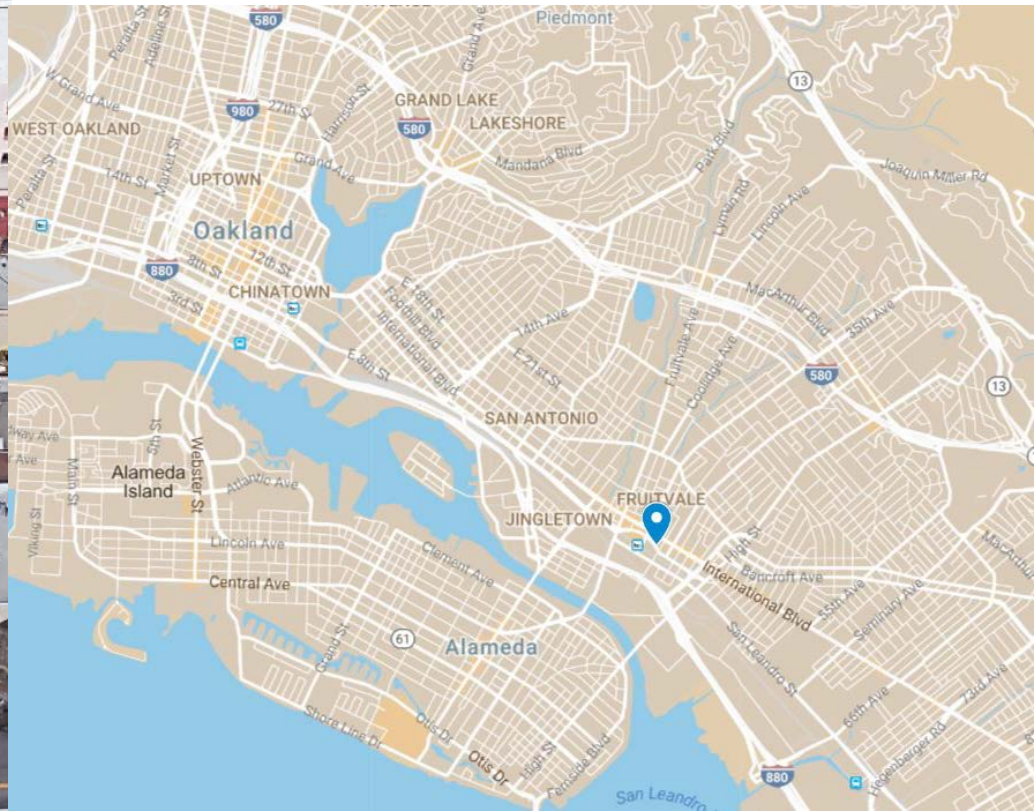
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Unity Council



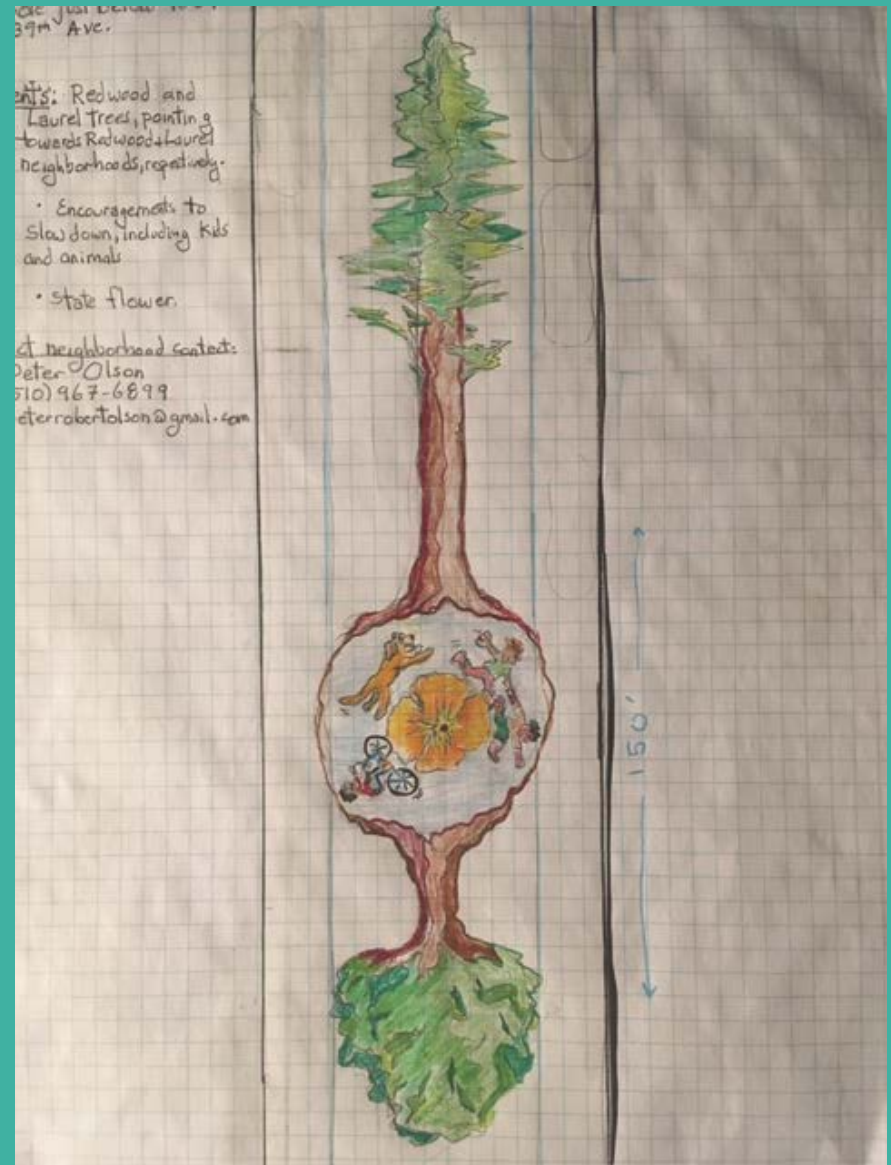
Mid-block of E 12th St
between 37th Ave and
36th Ave





Peter Olsen

- Big tree with kids playing at the roots
- Represent neighborhood character





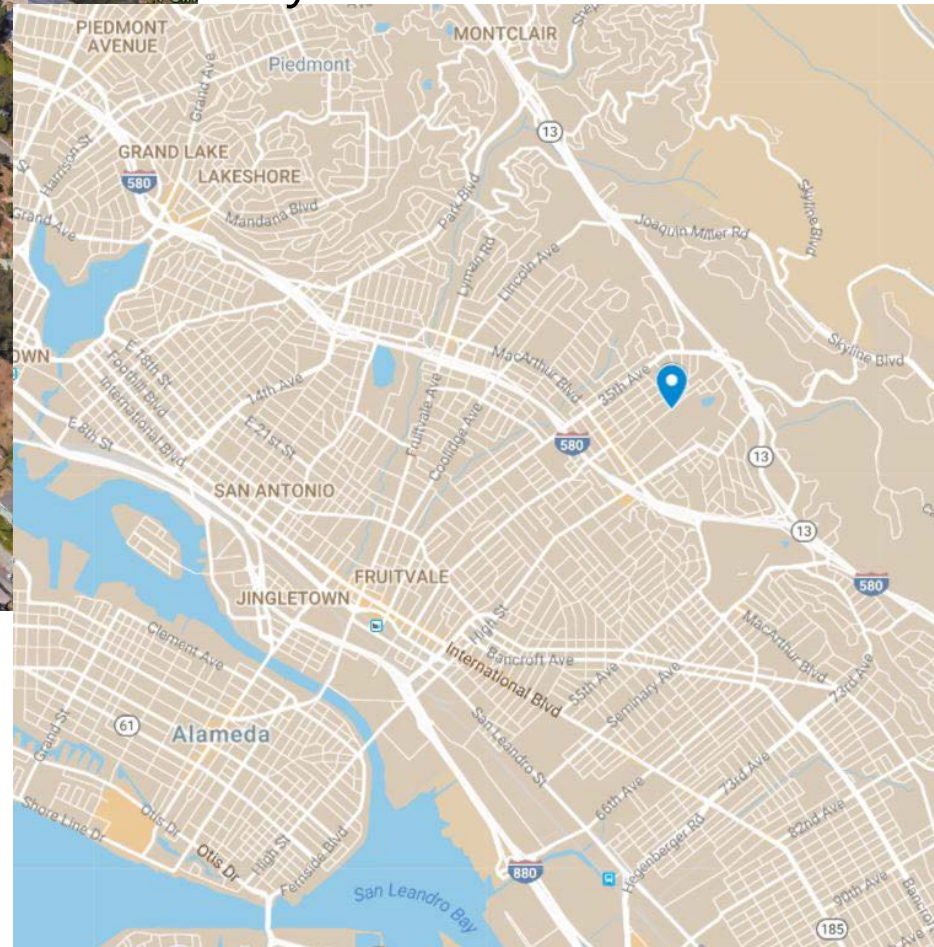
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Peter Olsen – Artist/Organizer



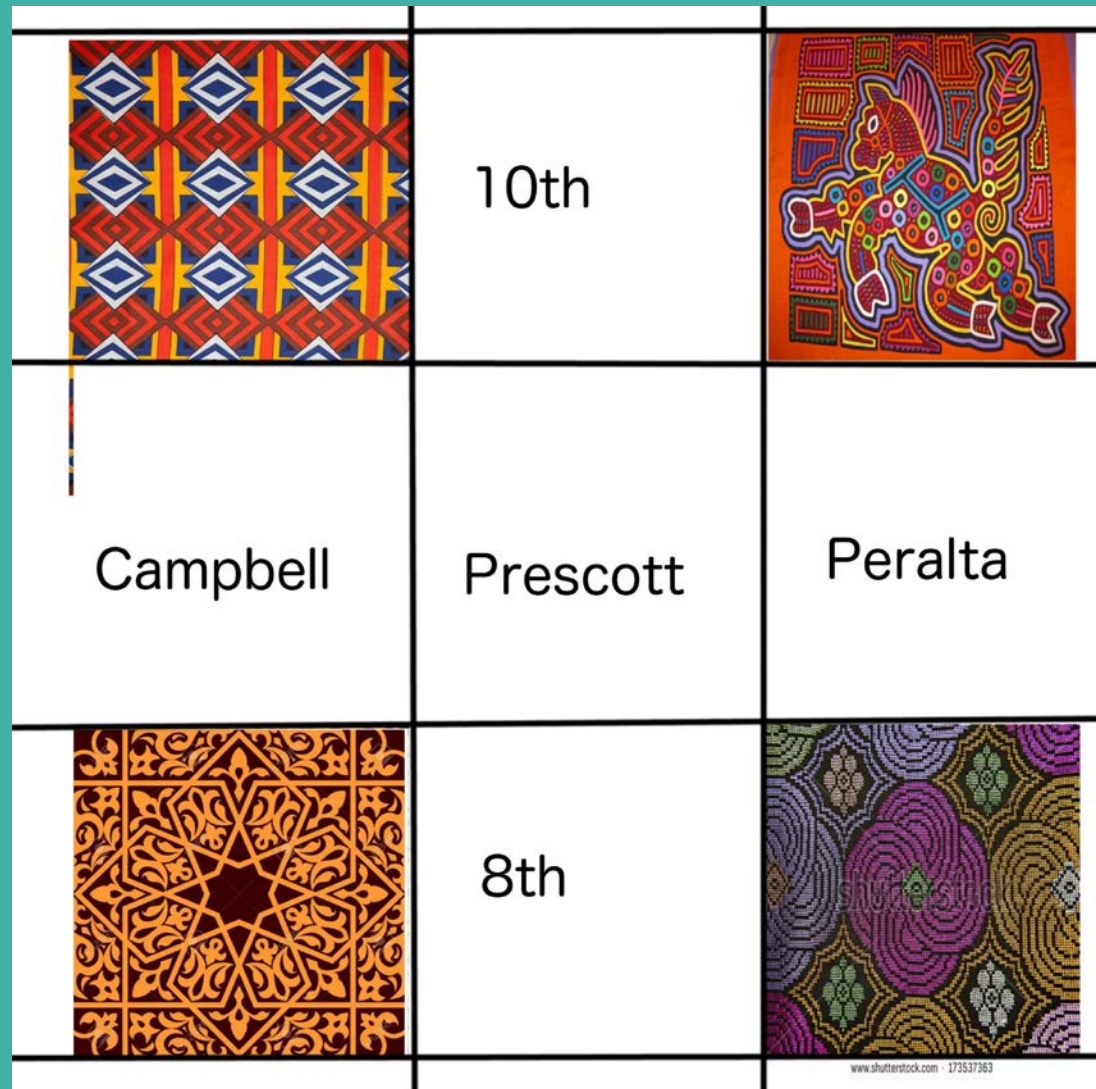
Mid-block of 39th Ave
between Victor St and
Bayo St





Prescott Elementary School

- Each intersection will honor the community based on cultural diversity of student body at the school
 - African textile
 - Mayan/Aztec textile
 - Asian textile
 - Arabic textile

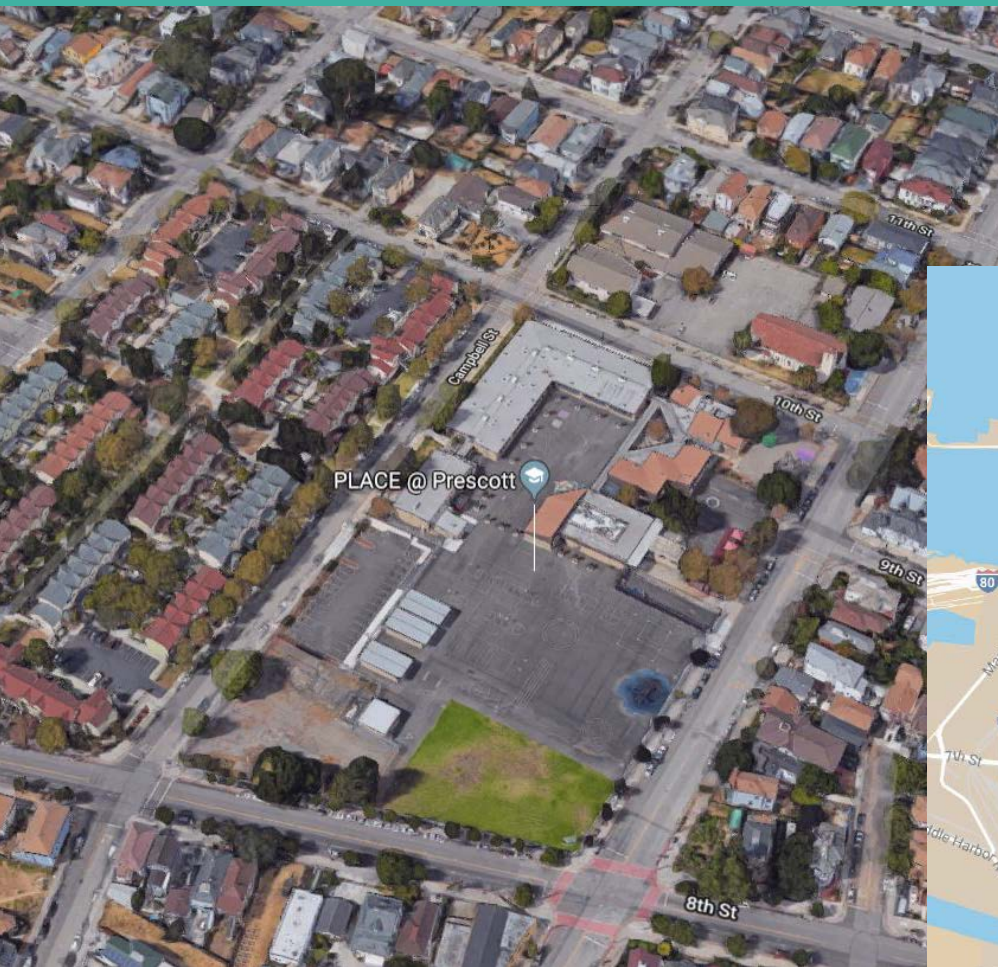




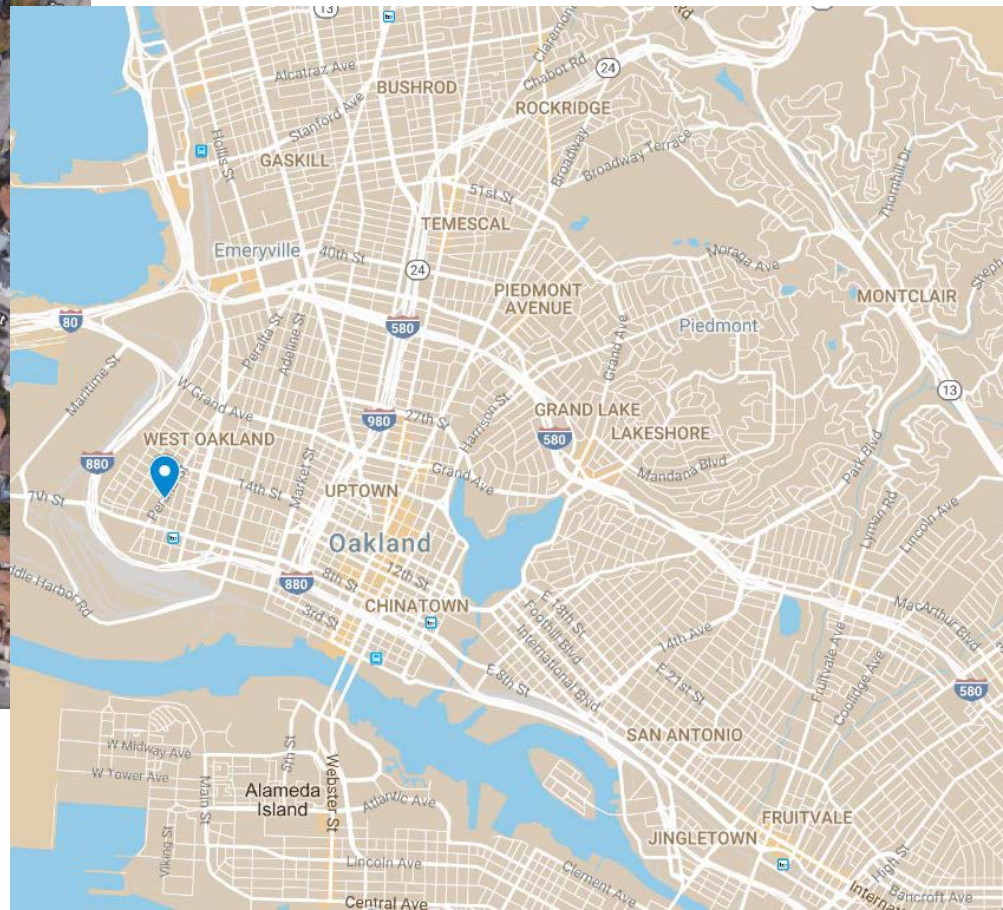
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Prescott Elementary School



Intersection: Peralta & 10th St,
Campbell & 10th St, Campbell
& 8th, and 8th & Peralta





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Bike East Bay

Will honor the work and legacy of the African community on 14th St. and commemorate Oakland's Black heritage





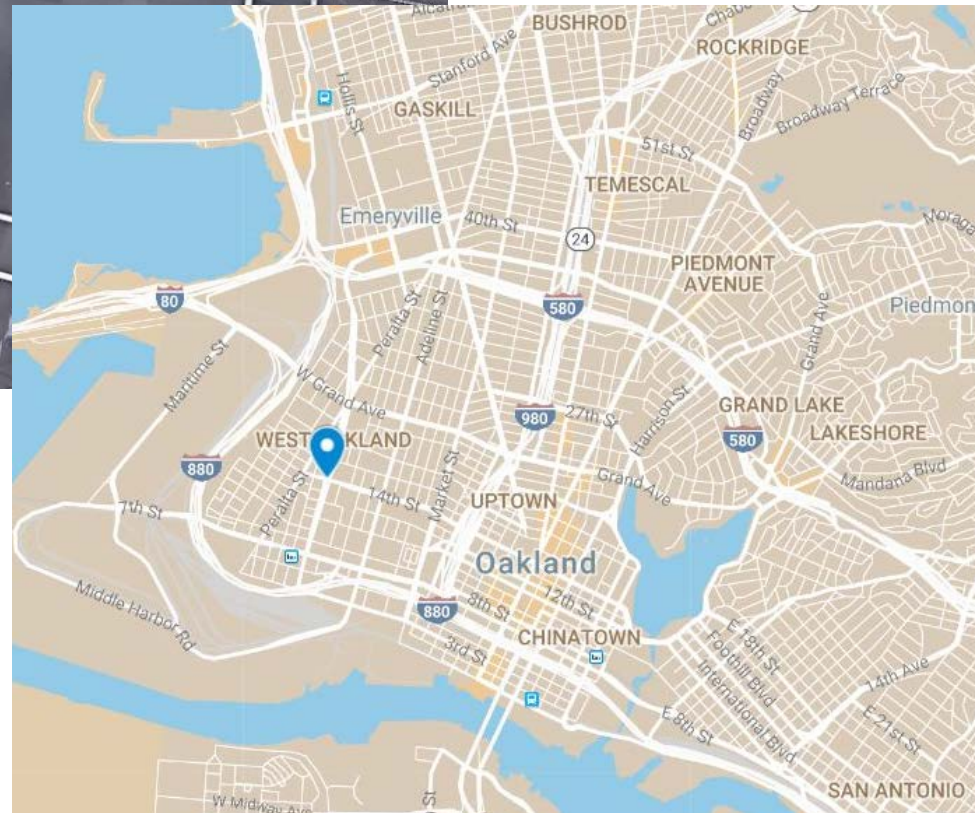
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Bike East Bay



Bikeshare station
at 14th St and
Mandela Pkwy





Northgate Neighbors

- Hummingbirds are an important pollinator in the neighborhood
- Hummingbirds are the smallest birds, but pound for pound are the most powerful – Represents Northgate because they love being a small neighborhood and being beautiful and powerful

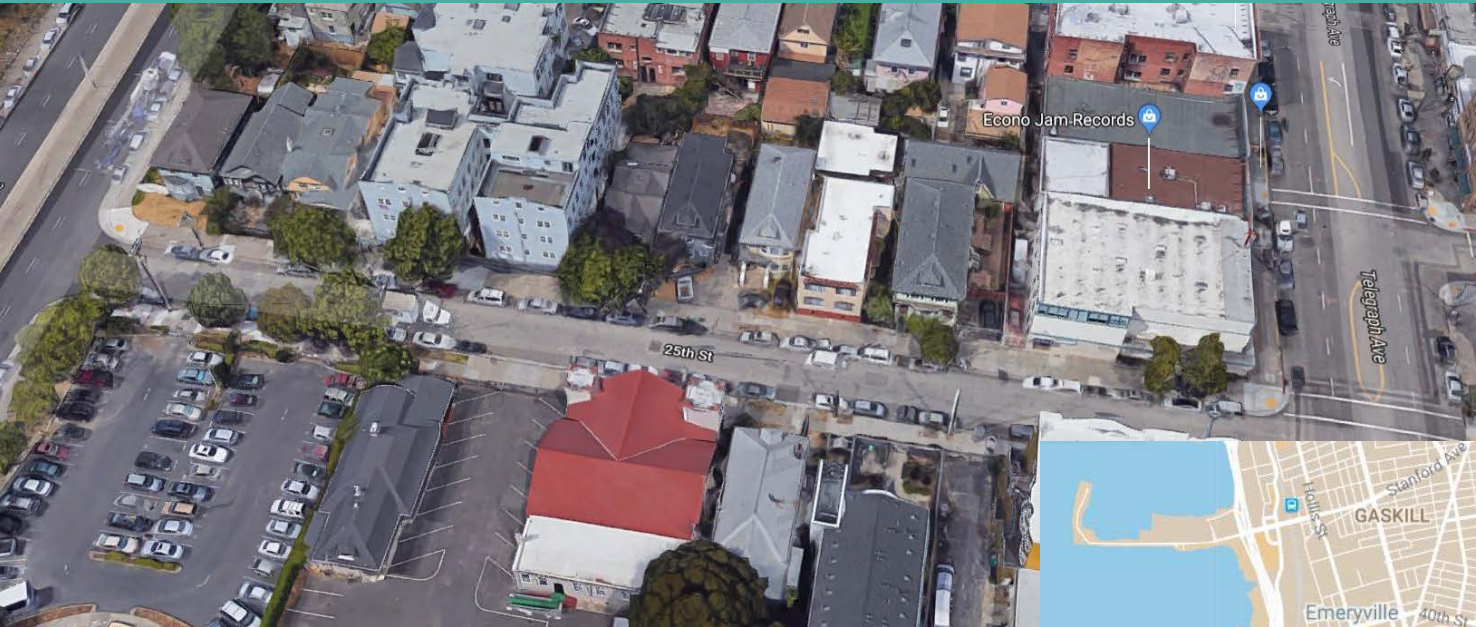




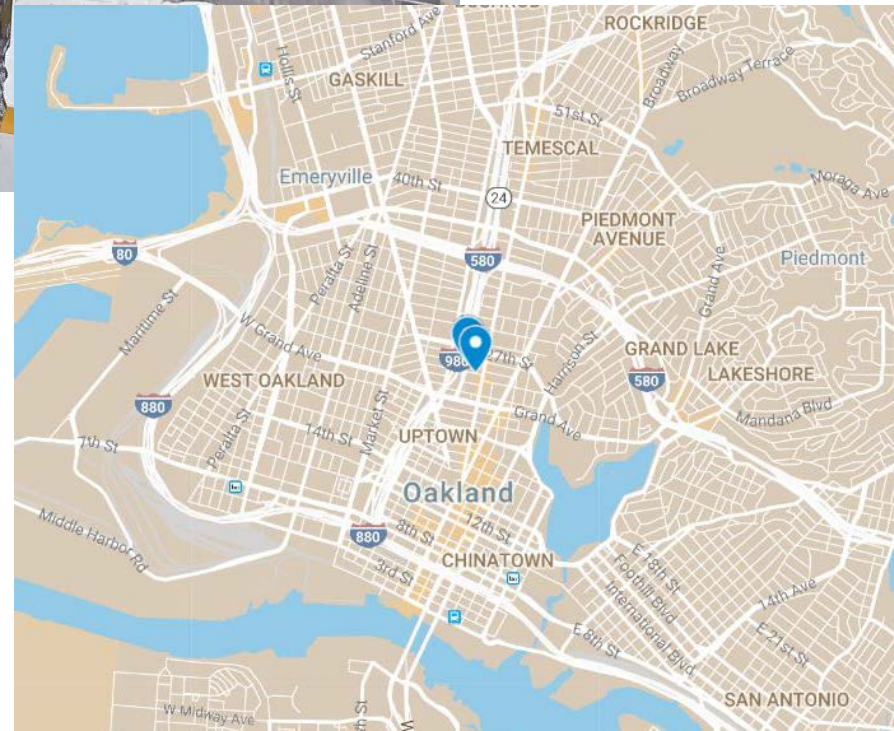
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Northgate Neighbors



Mid-Block of 25th St between
Telegraph Ave and Northgate
Ave





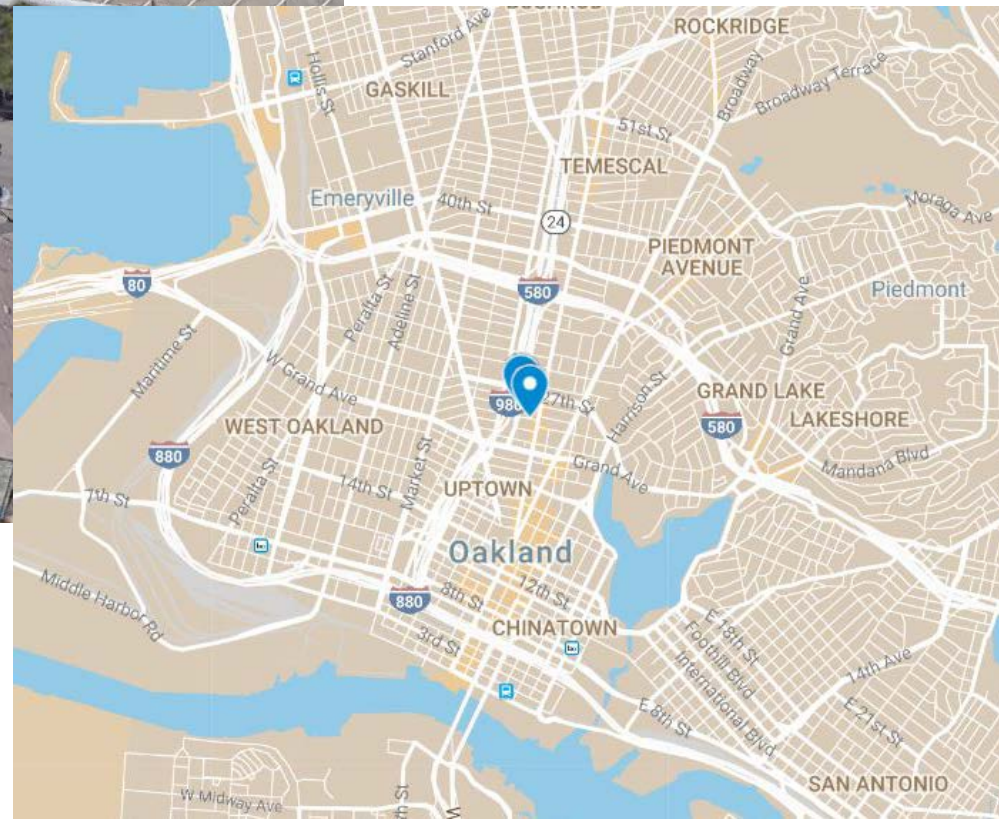
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Northgate Neighbors



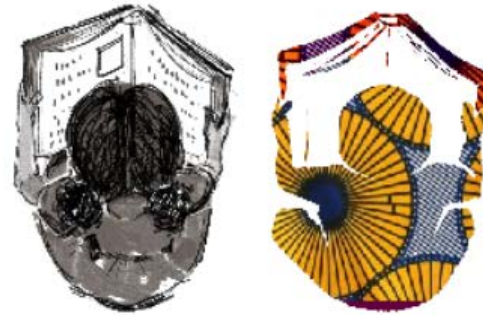
Intersection of Sycamore St
and Northgate Ave



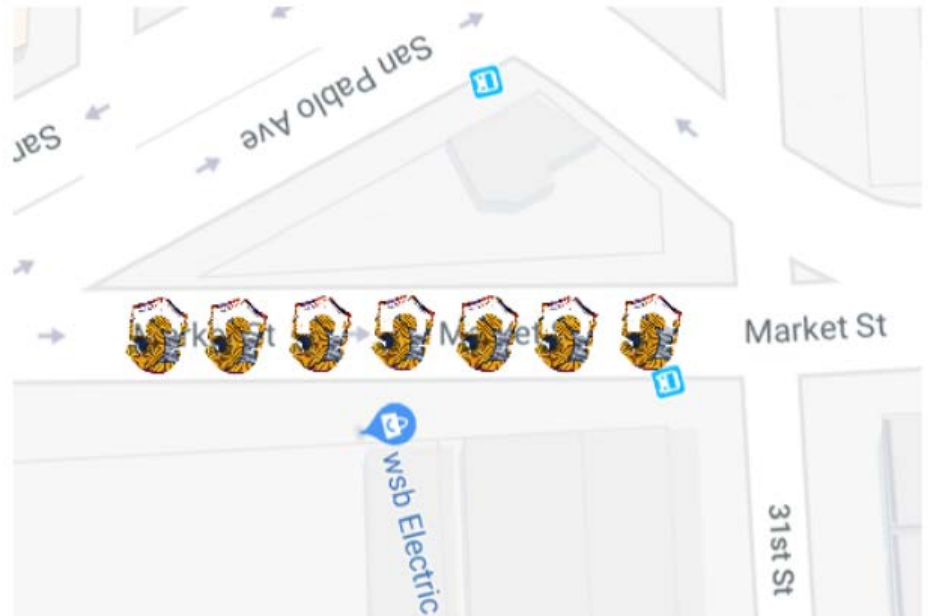


The Friends of the Hoover/Durant Public Library

- Child reading an open book
- Design incorporates textile print pattern of African origin as a reflection of surrounding community



Mid block Section design Concept, Aerial View

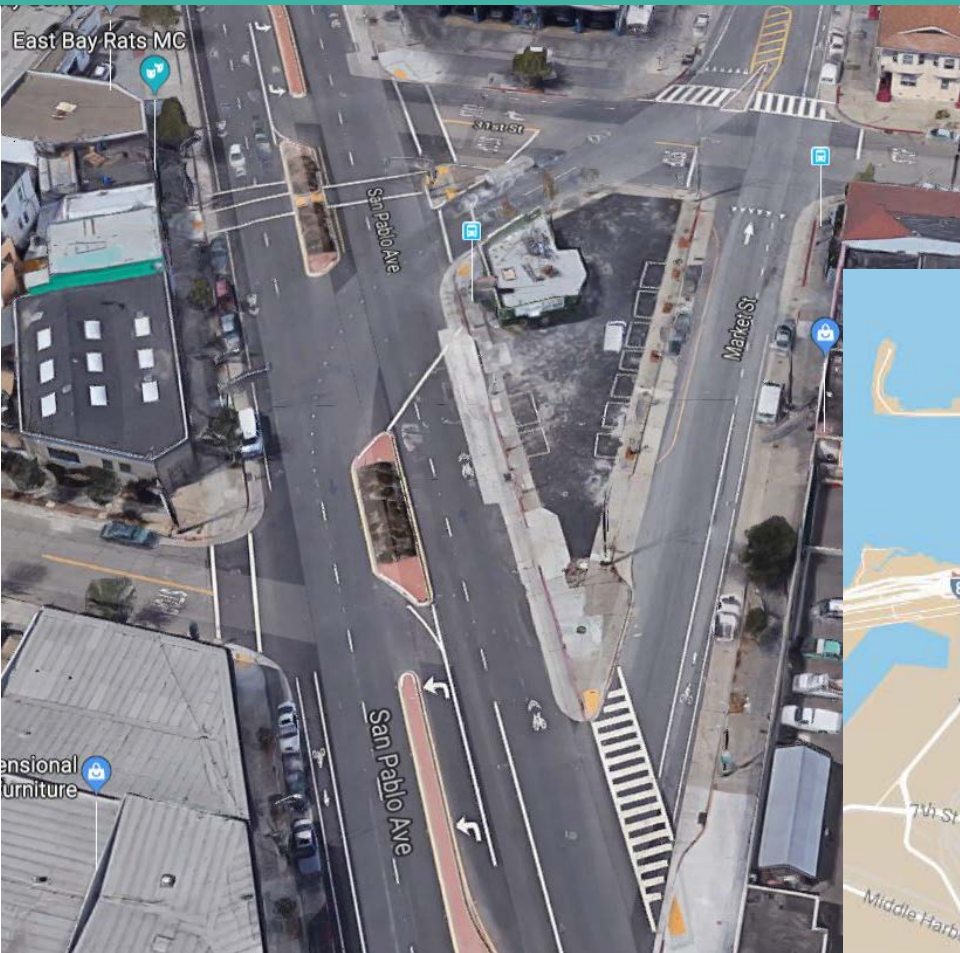




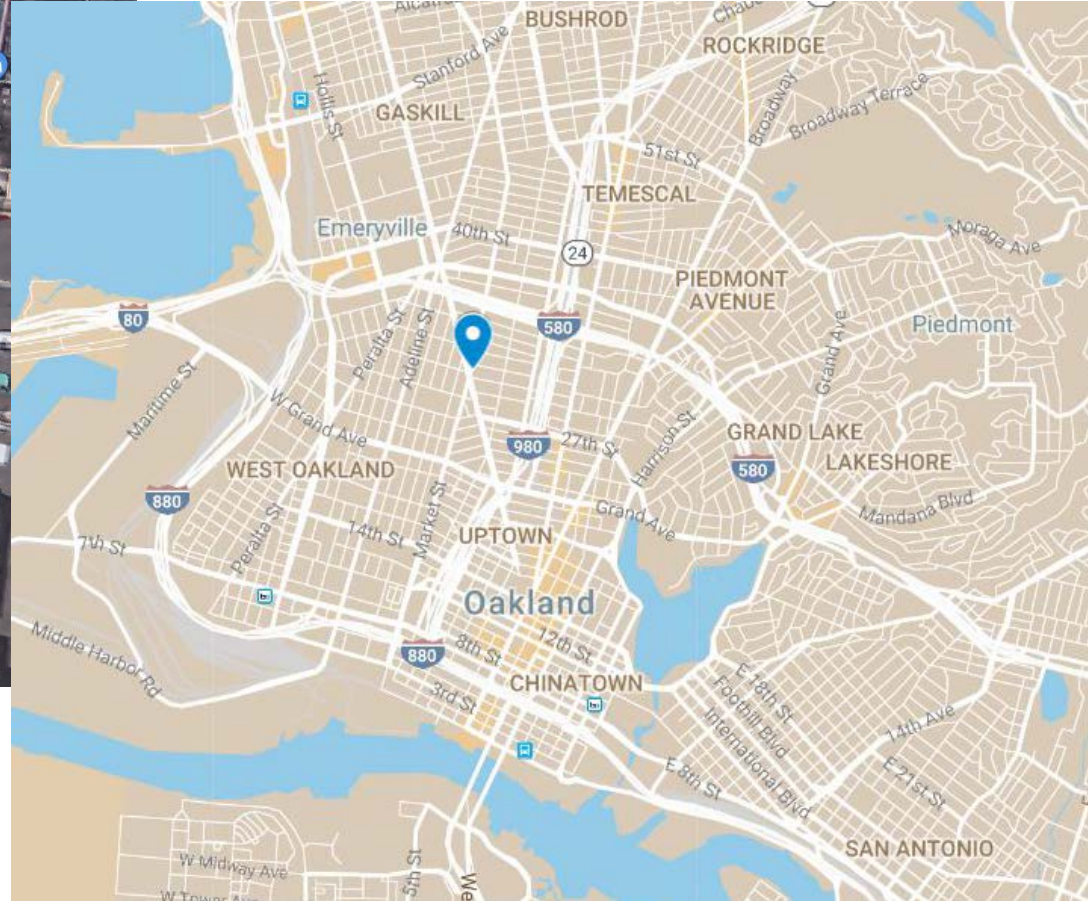
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The Friends of the Hoover/Durant Public Library



Mid-Block of Market St
between San Pablo Ave and
31st St





Attitudinal Healing Connection

- Spiral, circular form and leaves which come together and create a mandala
- Mandala represents inspiring creativity, unity, new life
- Leaves express unique personalities that join together and create the whole
- Intended to represent both community and individuality

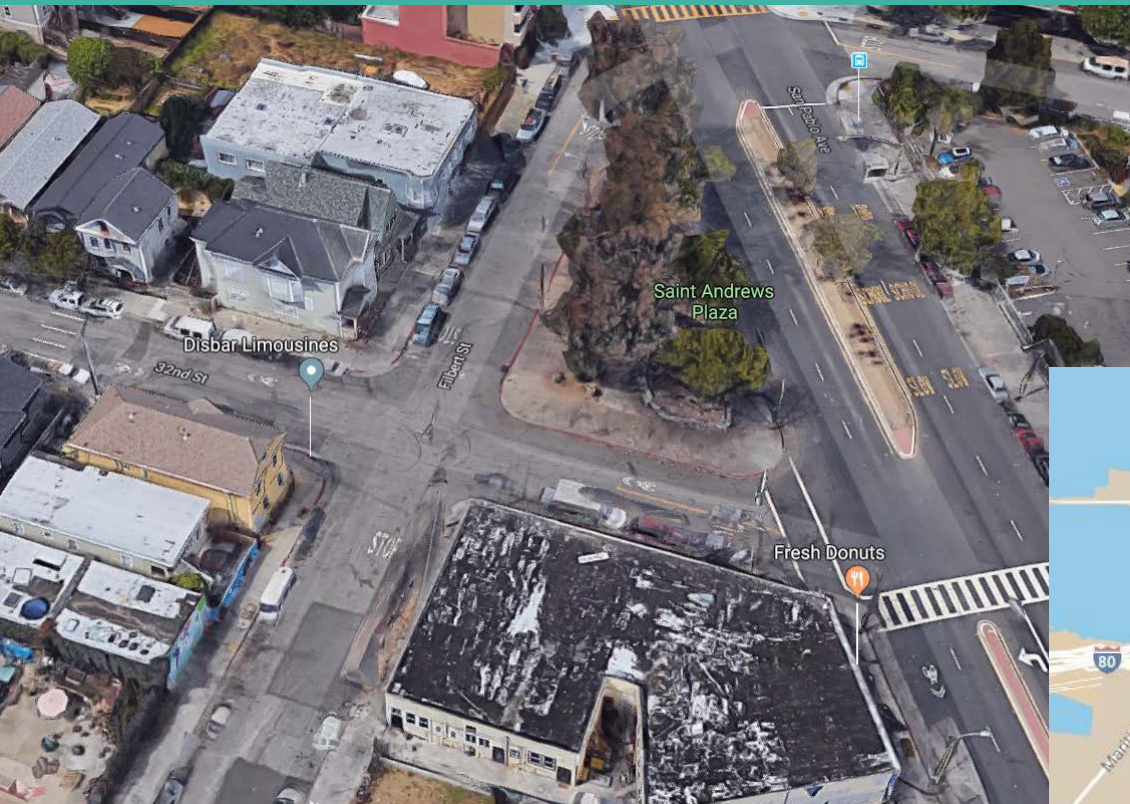




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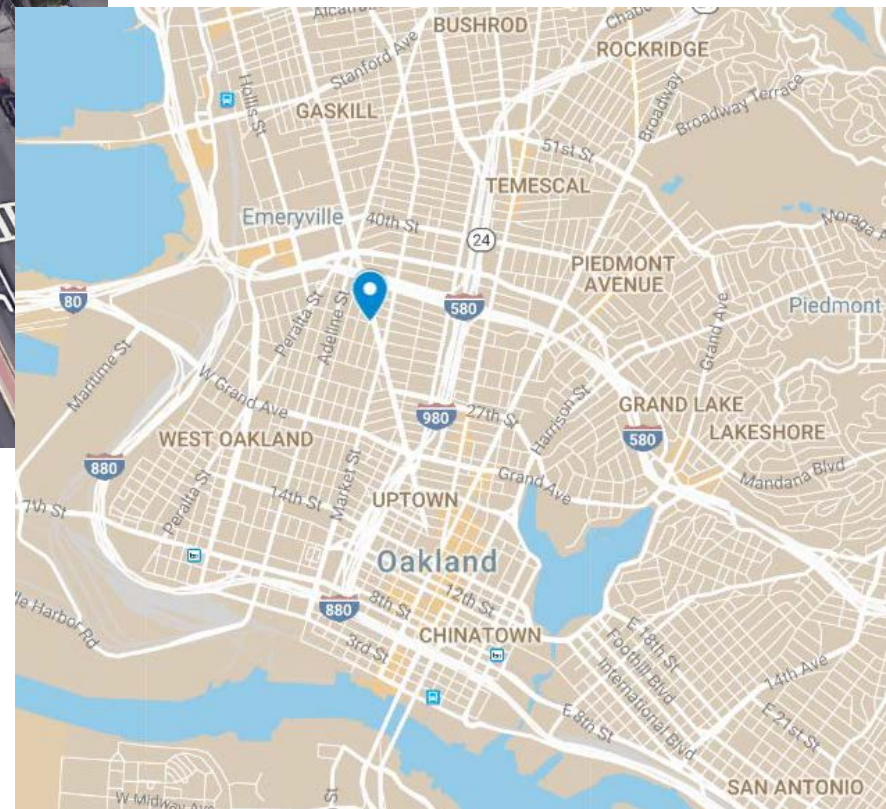
Attitudinal Healing Connection



Intersection of Filbert St
and 32nd St

Mid-Block of Filbert St between 32nd St and
San Pablo Ave

Mid-Block of 32nd St between San Pablo
Ave and Filbert St



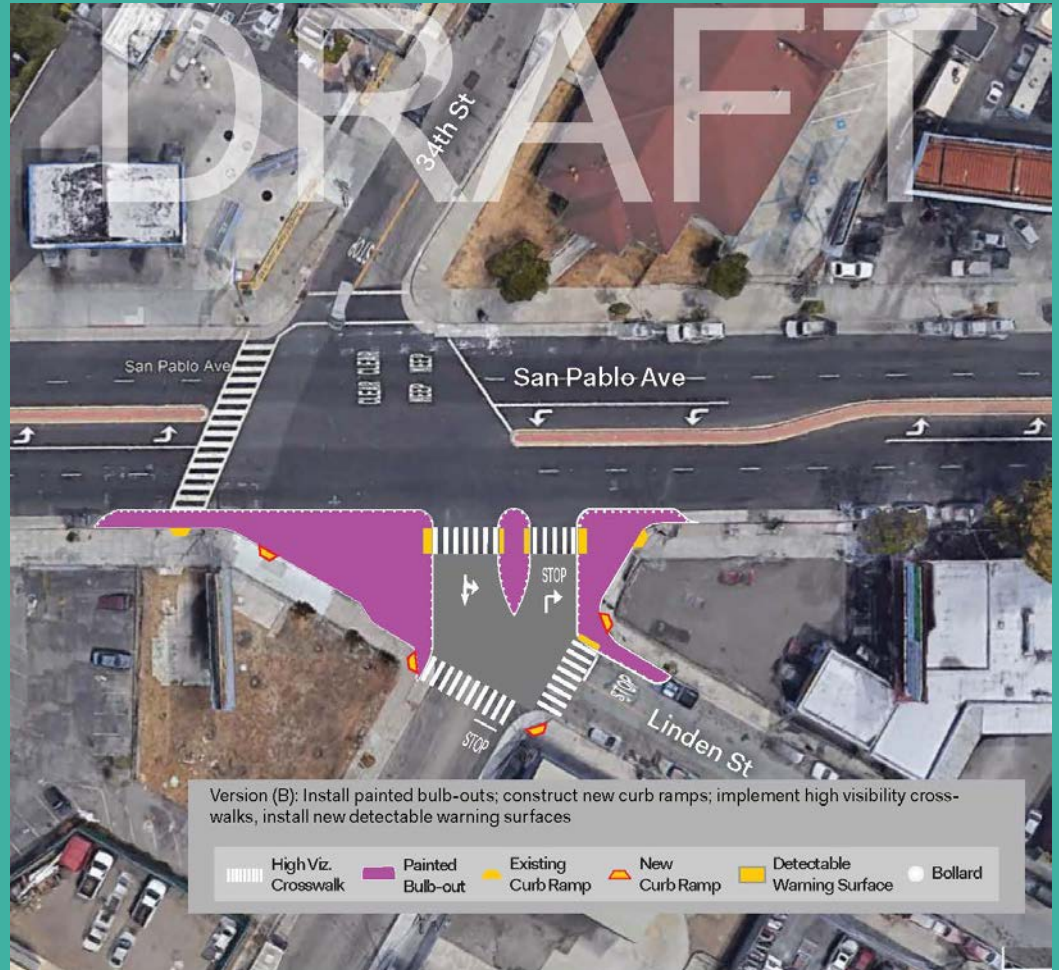


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California Hotel/EBALDC

Mural design focused around current logo for the safe streets campaign called Yield 4 Life





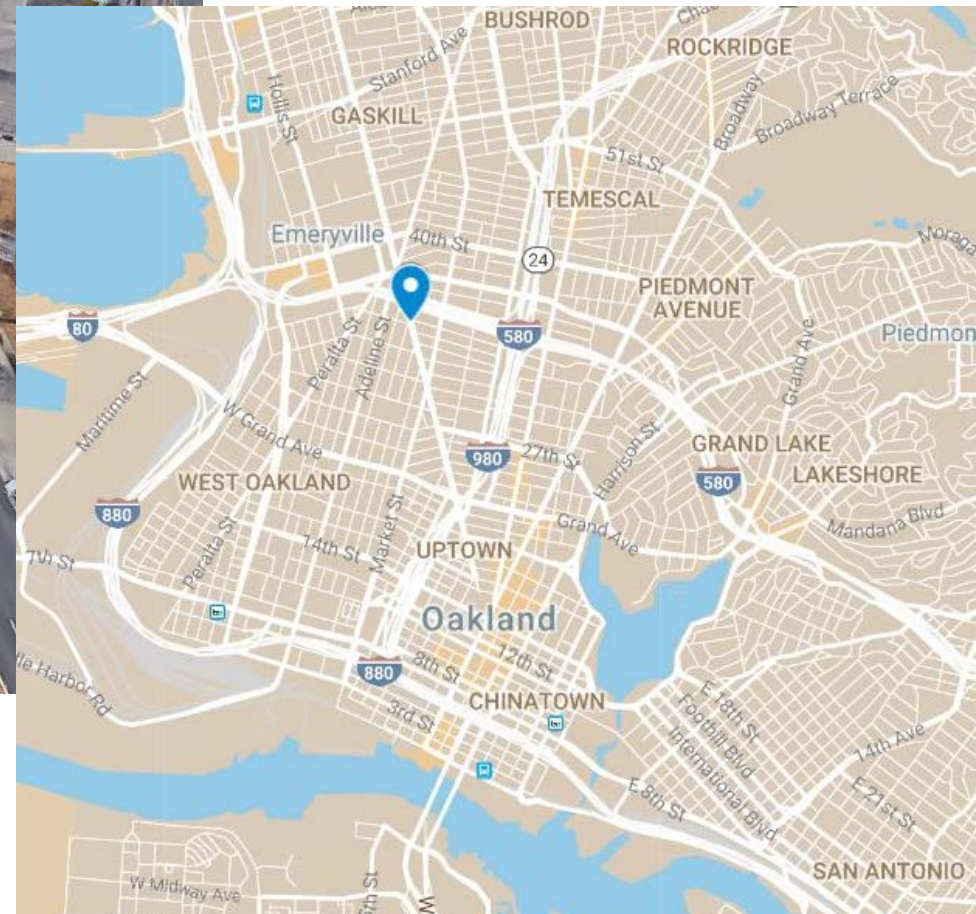
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California Hotel/EBALDC



Intersection of San Pablo
Ave, 34th St and Linden St





Longfellow Community Association

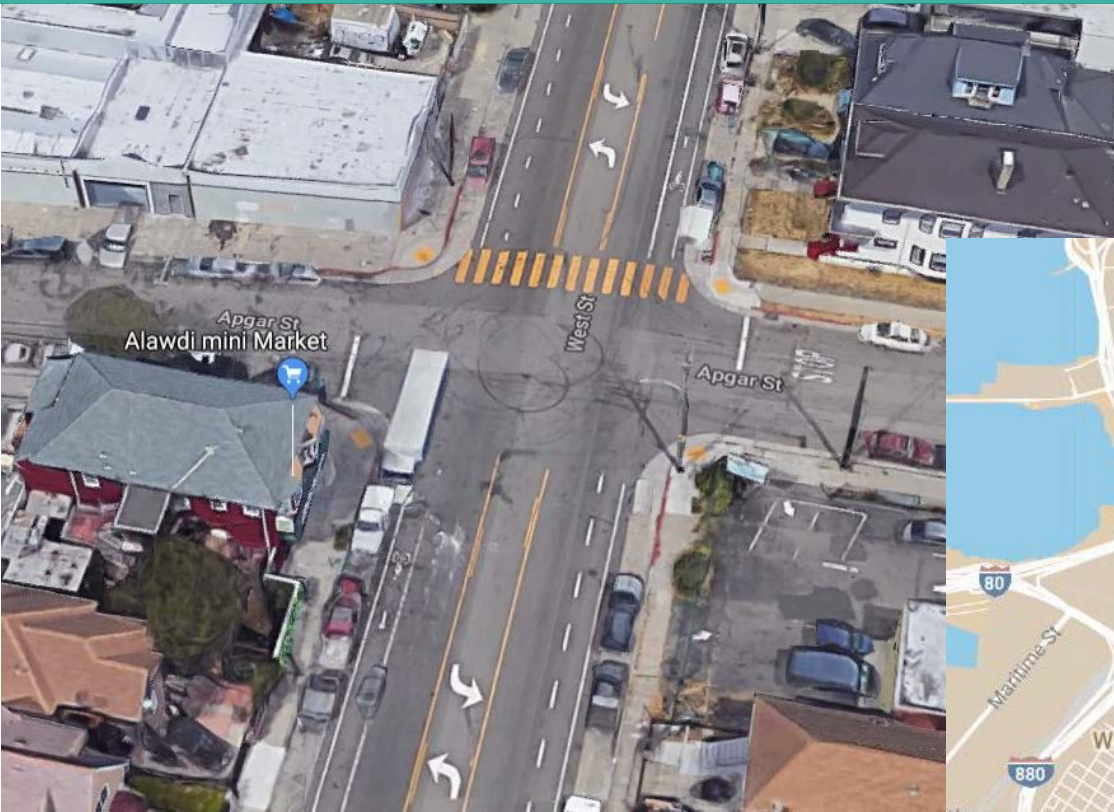
Each of the three Charter schools around the location will have a design that speaks to their culture



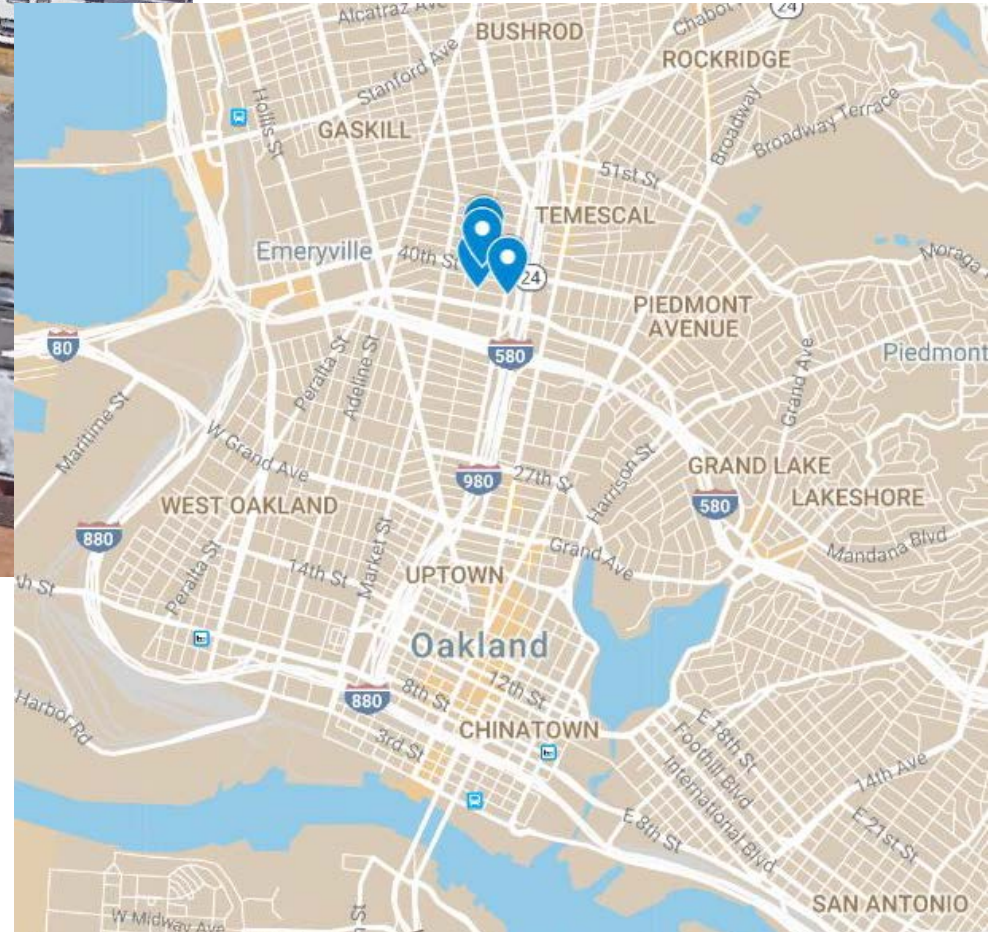
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Longfellow Community Association



Intersection of West St
and Apgar St





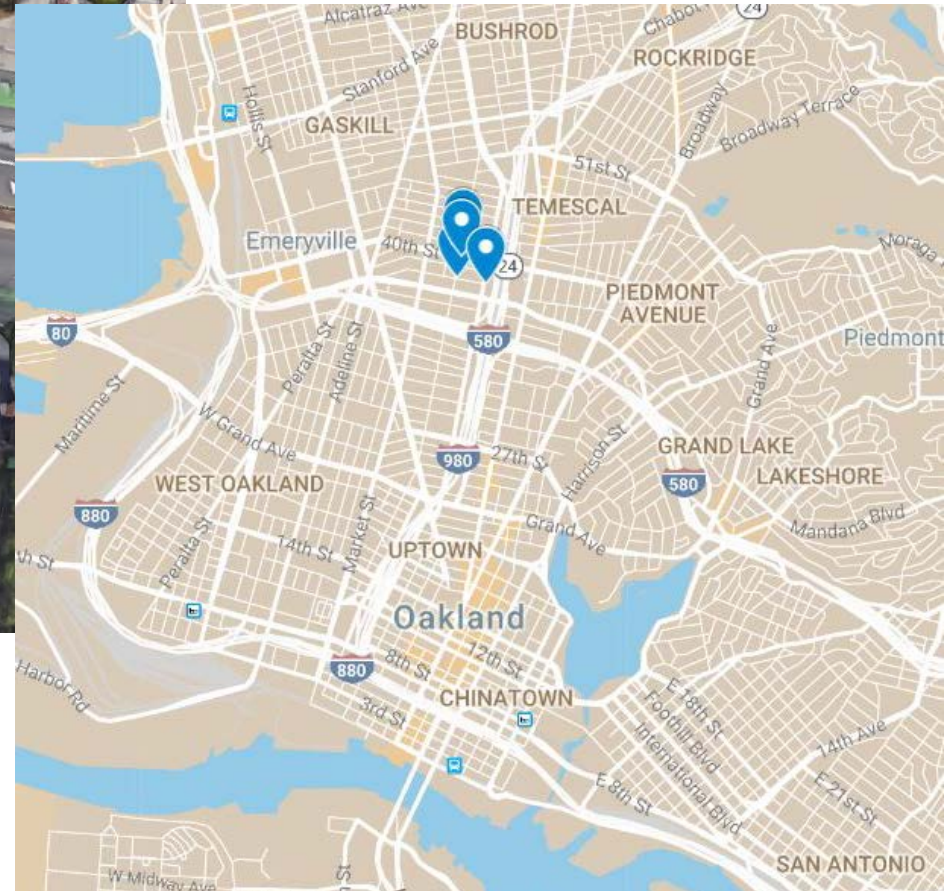
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Longfellow Community Association



Intersection of 40th St
and West St

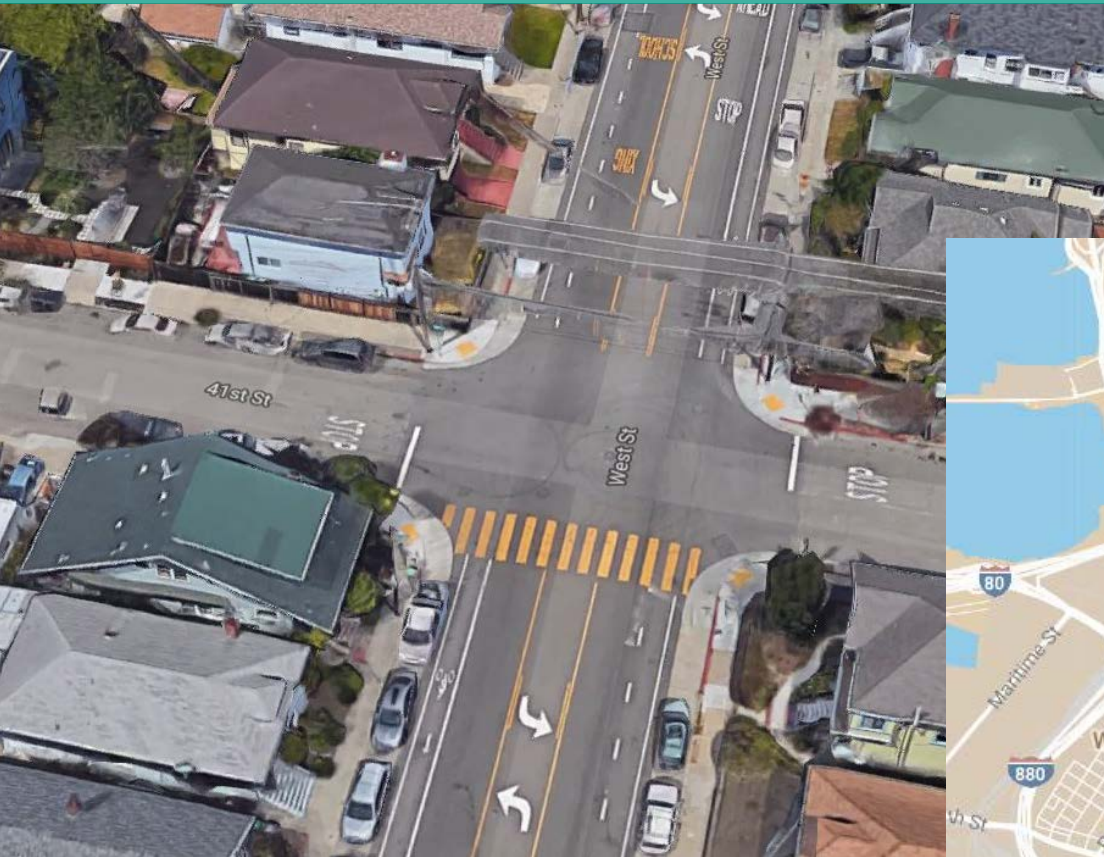




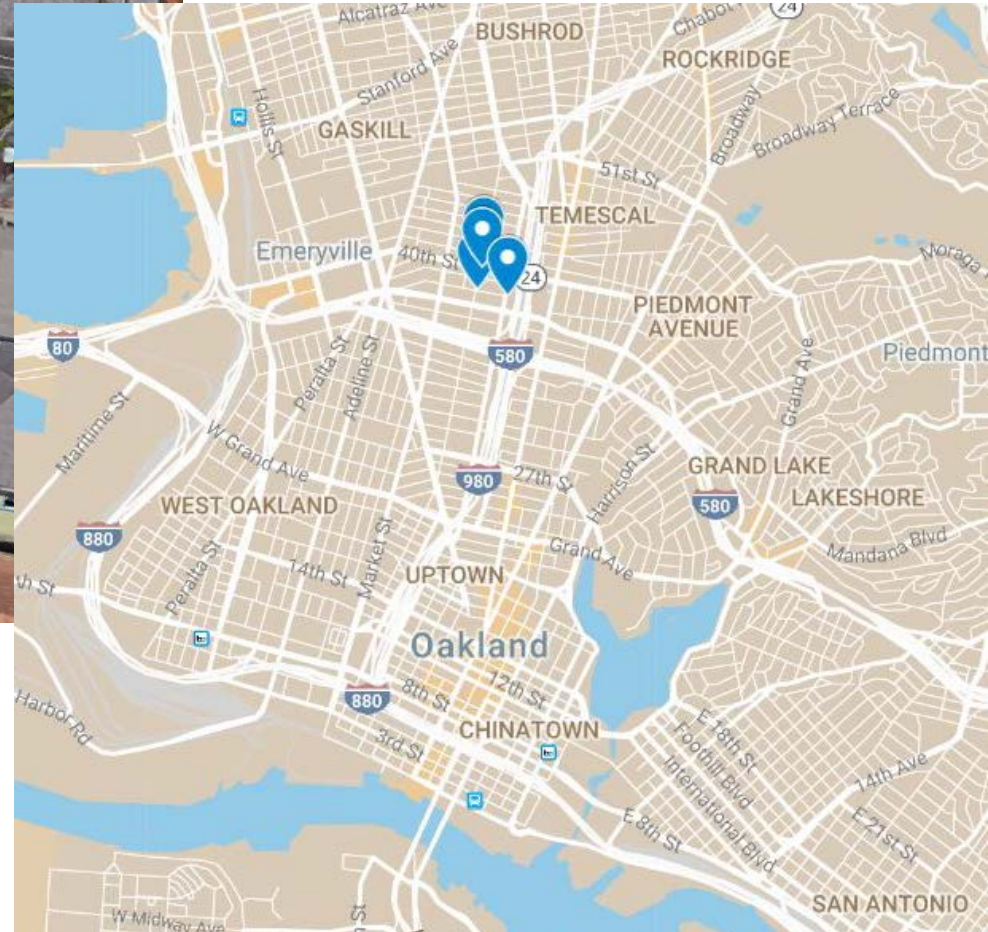
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Longfellow Community Association



Intersection of West St
and 41st St

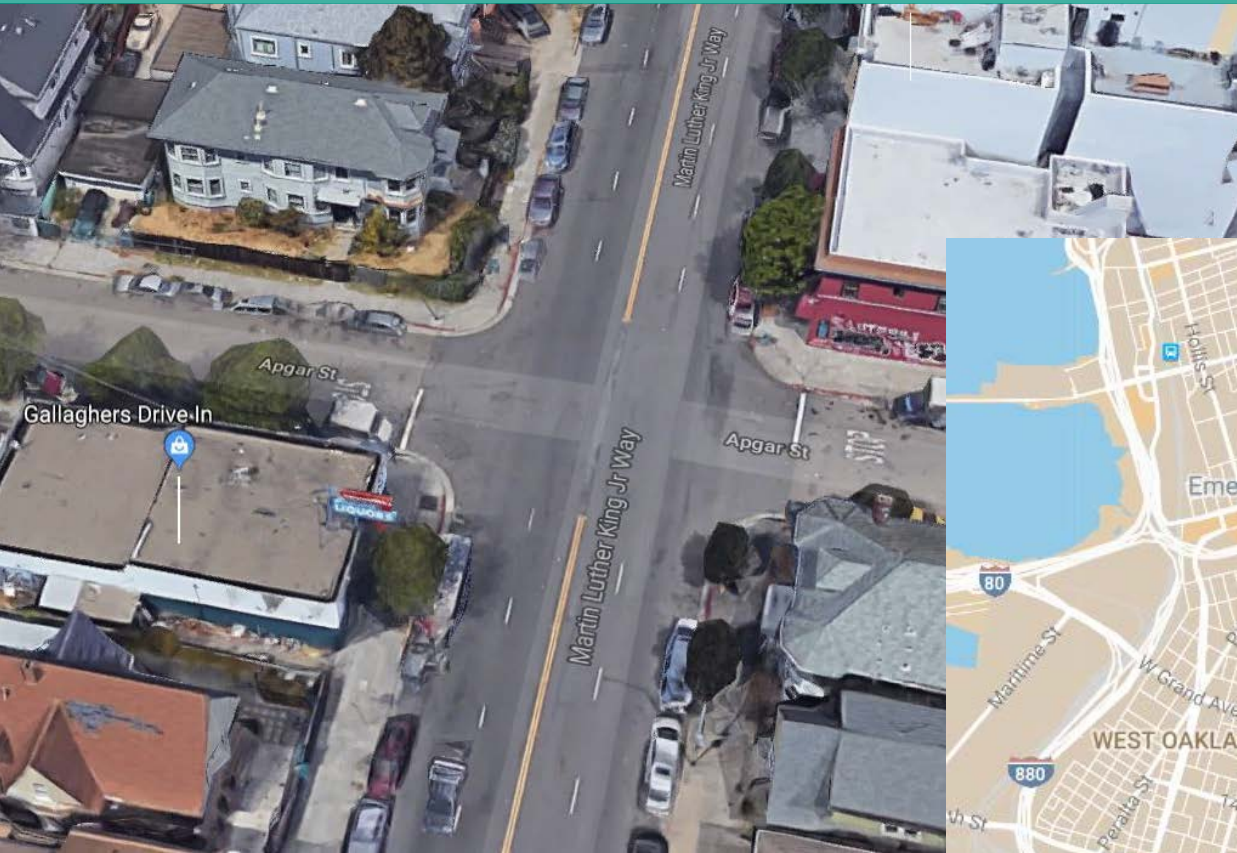




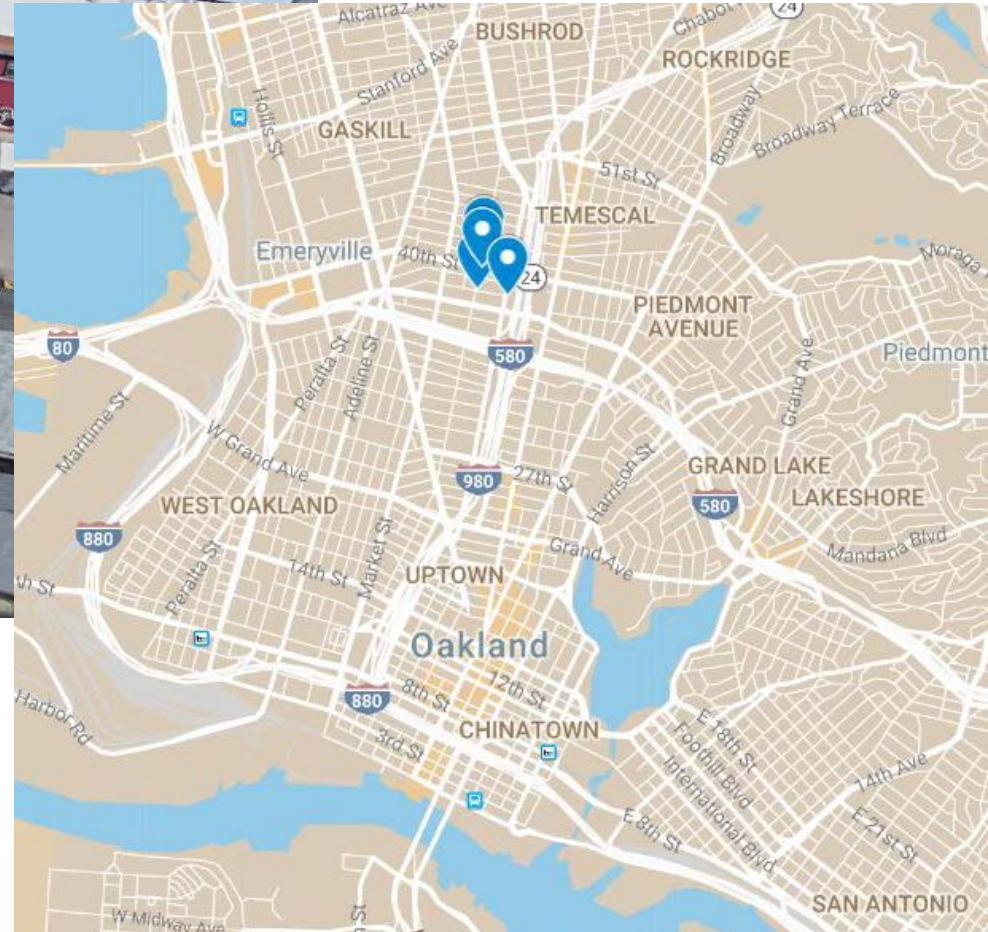
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Longfellow Community Association



Intersection of West
St and Apgar St





Little Hum Workshop

Graffiti-style
compass that
corresponds to
bike, pedestrian
and caution colors

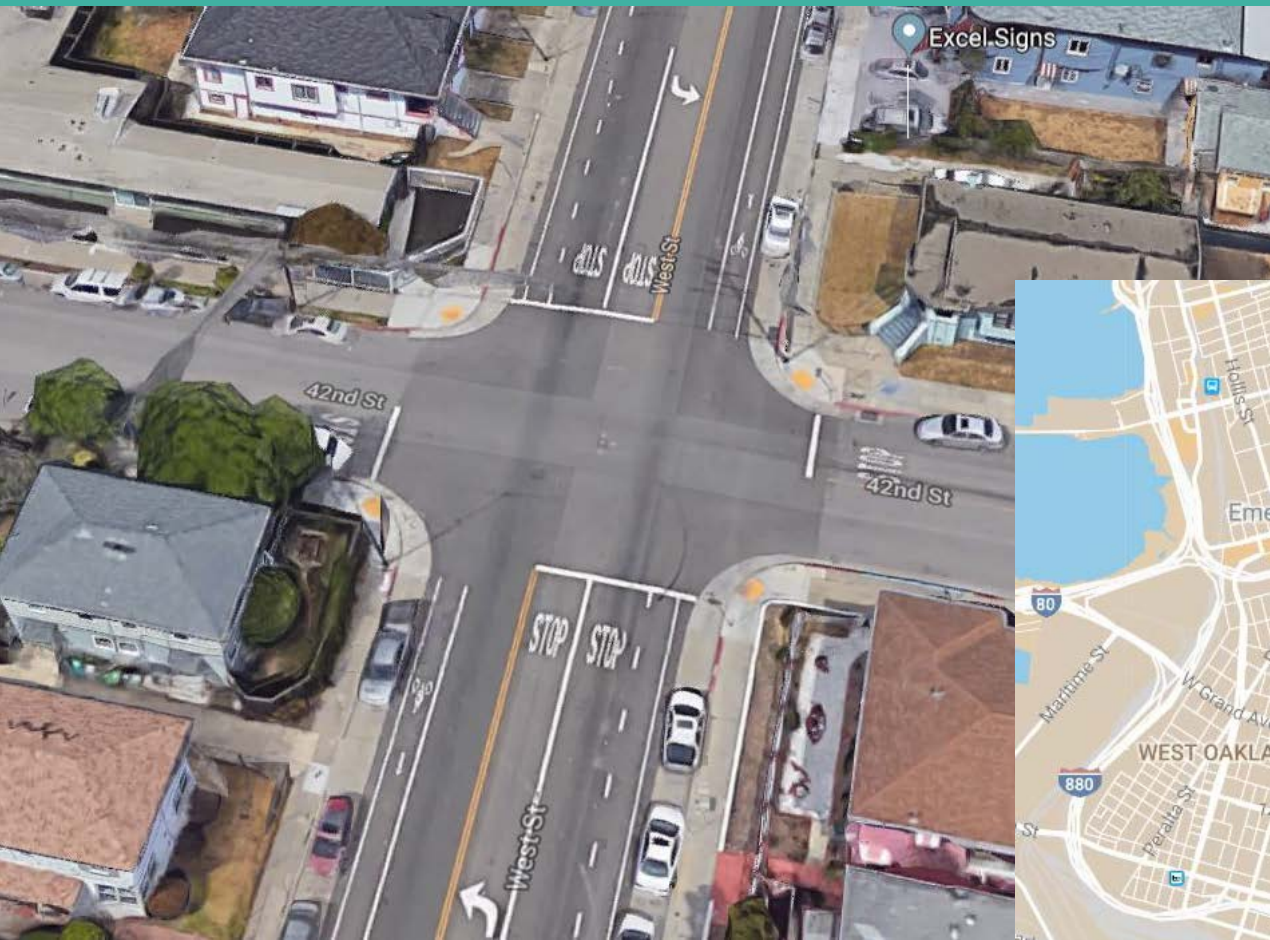




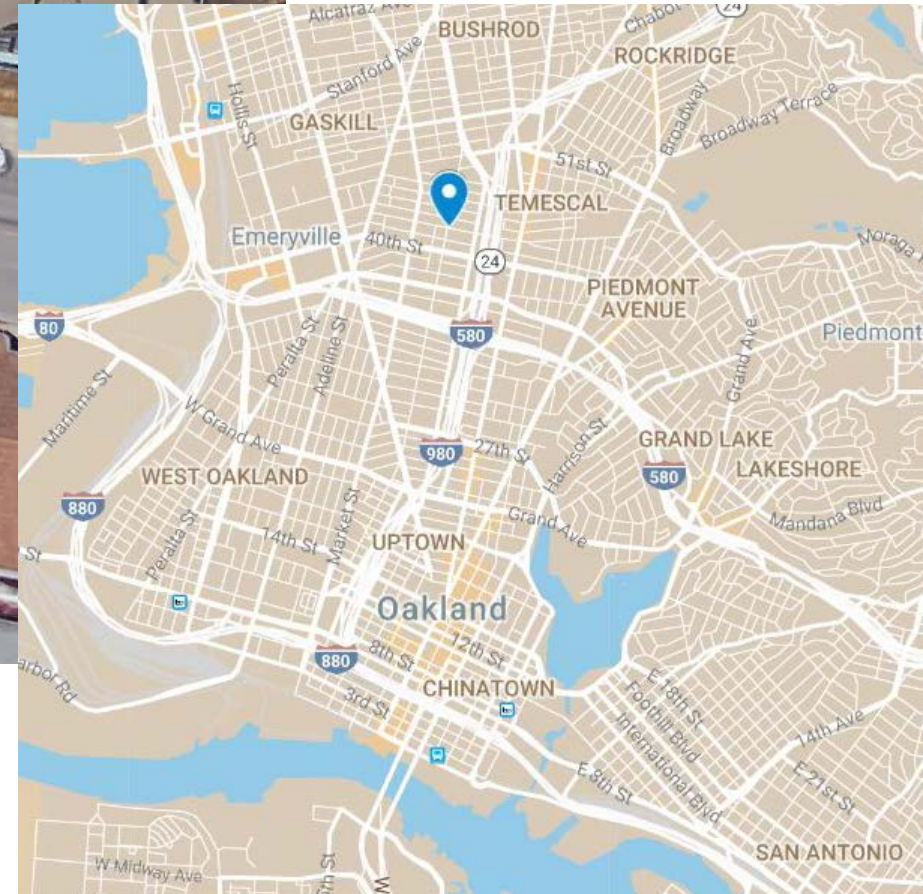
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Little Hum Workshop



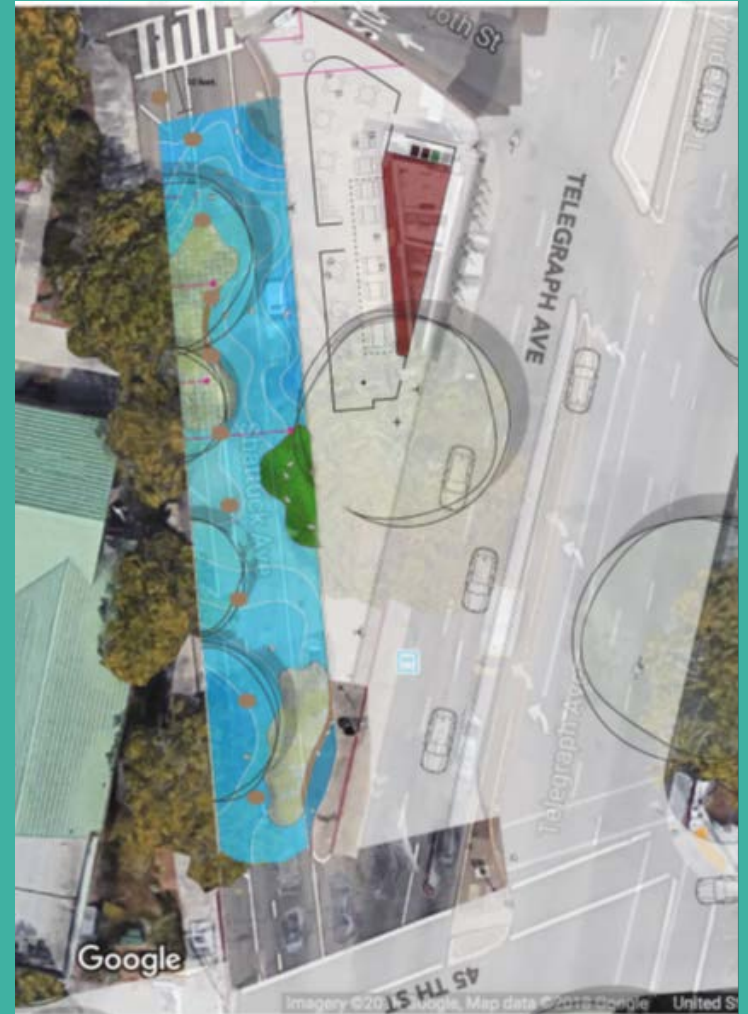
Intersection of 42nd
St and West St





Temescal Telegraph Business Improvement District

- Inspired by Temescal Creek, one of the primary watercourses in Oakland comprised of two forks that come together in Temescal
- Goal is to cultivate community engagement and neighborhood identity





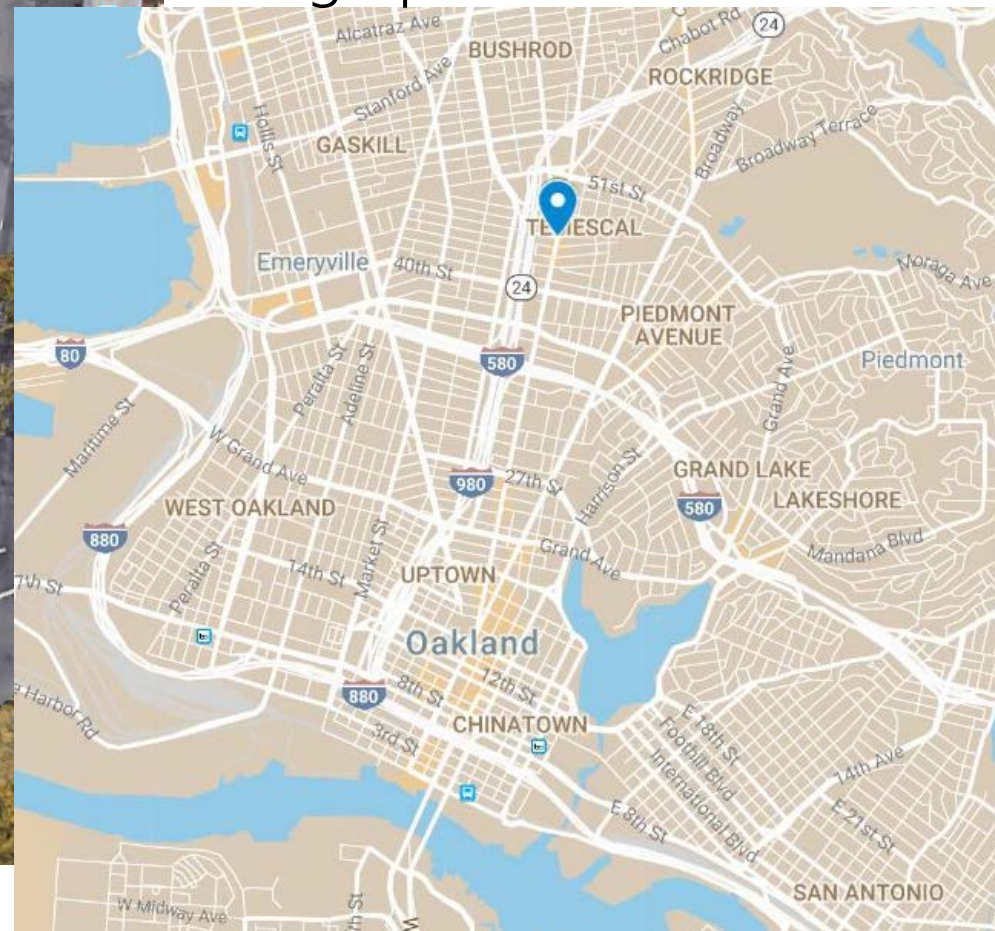
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Temescal Telegraph Business Improvement District



Mid-block of Shattuck Ave
between 46th St and
Telegraph Ave





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Santa Fe Community Association

Design represents the Ohlone people's creation story

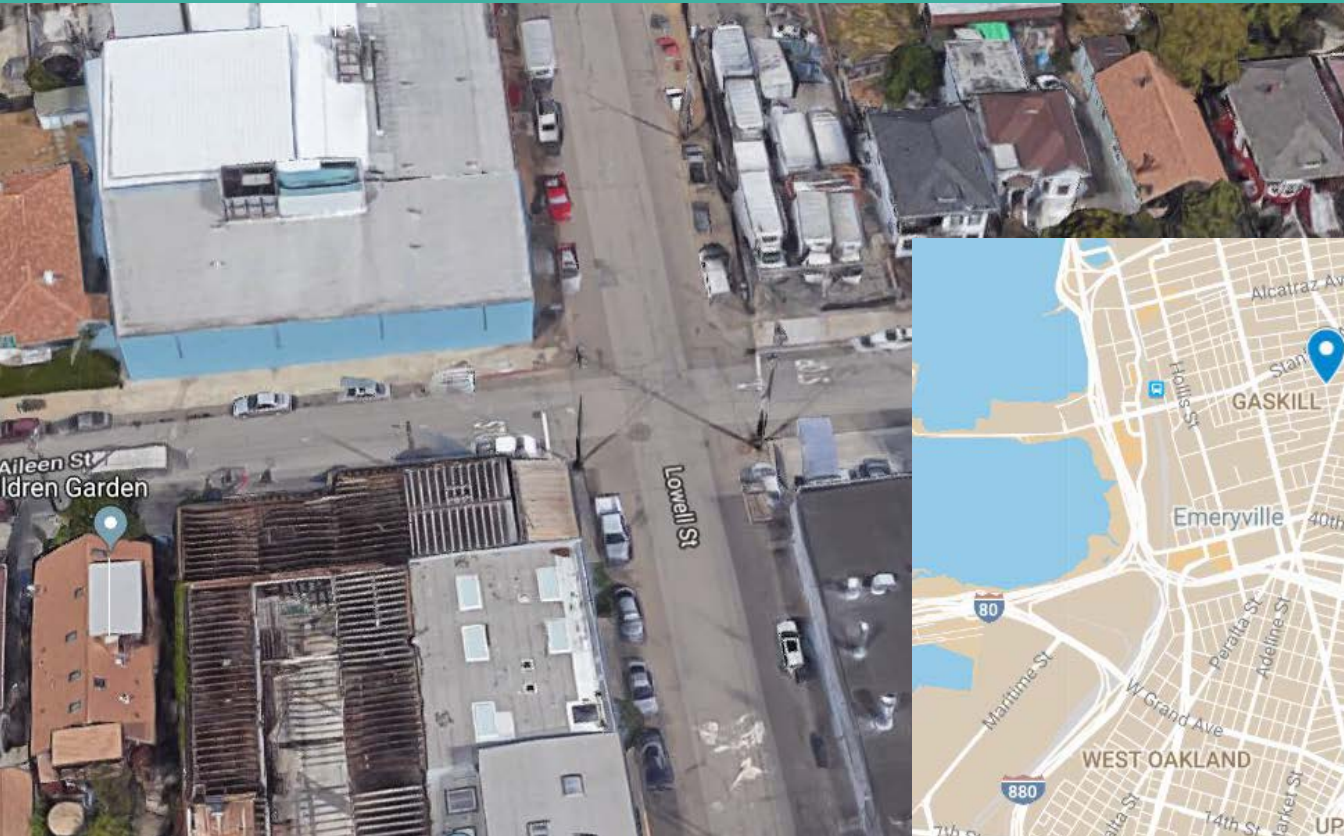




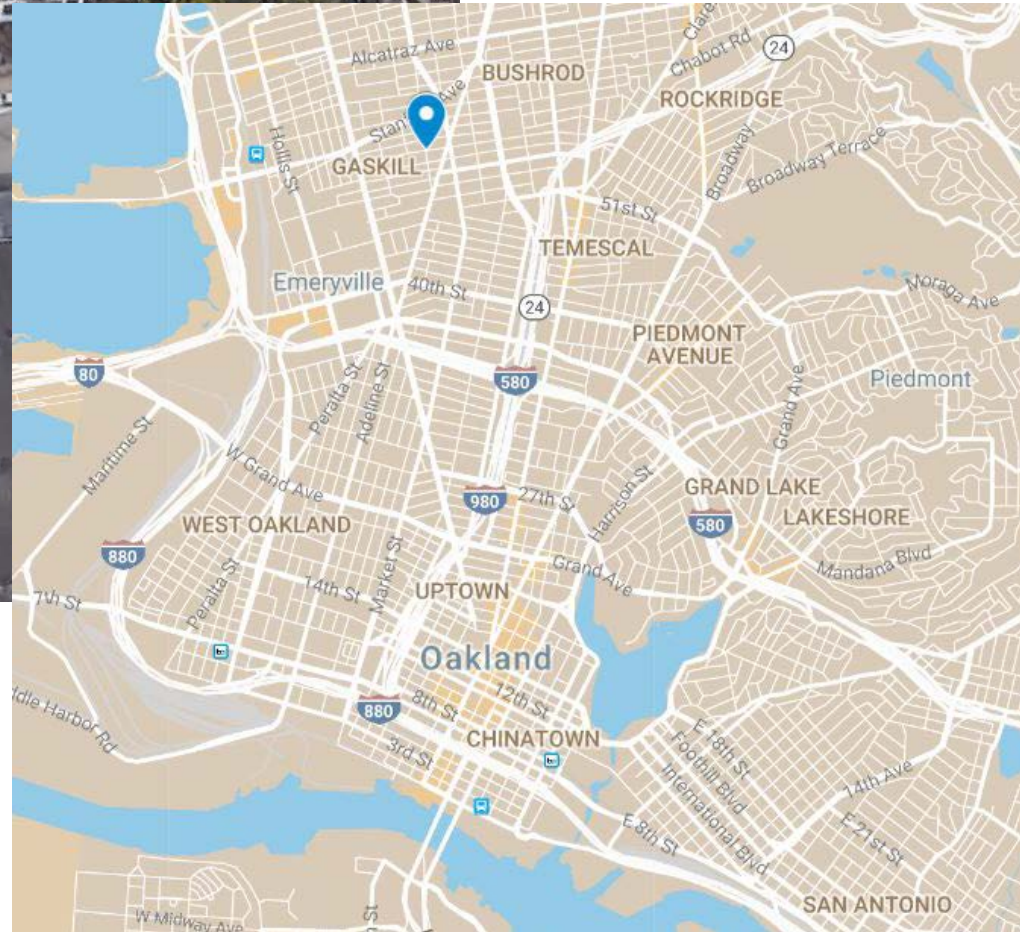
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Transportation

Santa Fe Community Association



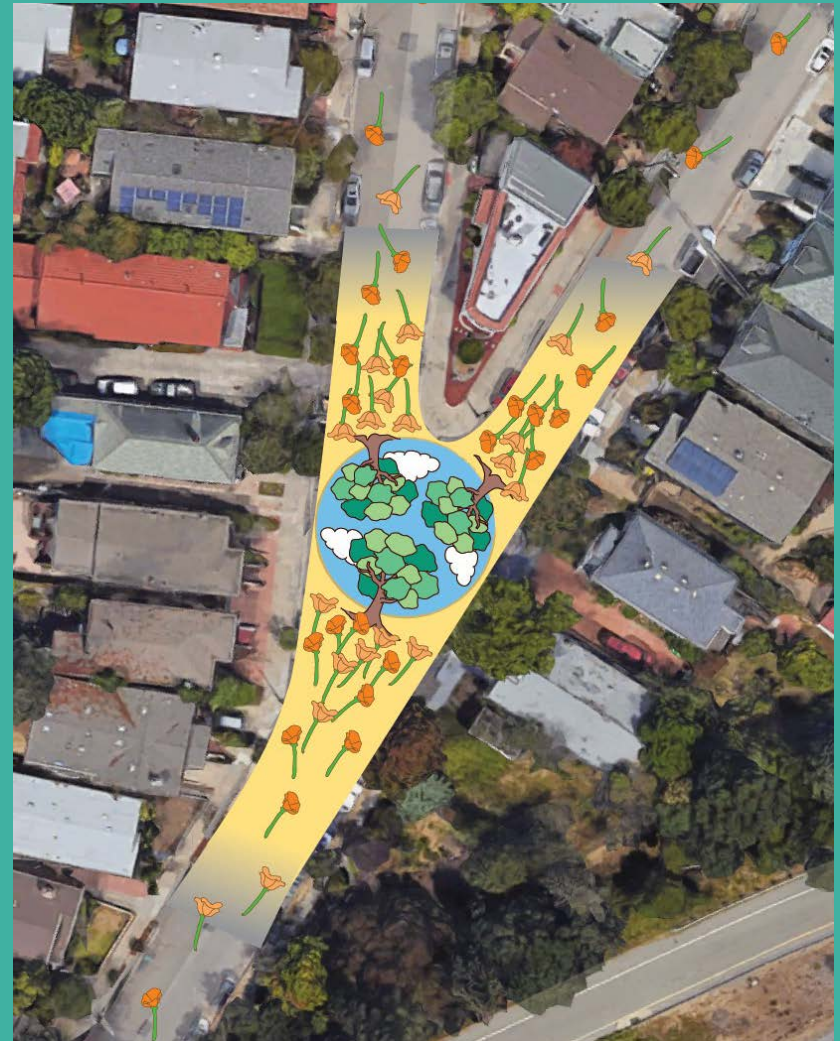
Intersection of Lowell St
and Aileen St





Santa Fe Community Association

- Design will be a radial mural depicting many of the local plants and animals of the East Bay
- Colors will be bright and playful to excite neighborhood children and to boldly depict a community gathering place





Santa Fe Community Association

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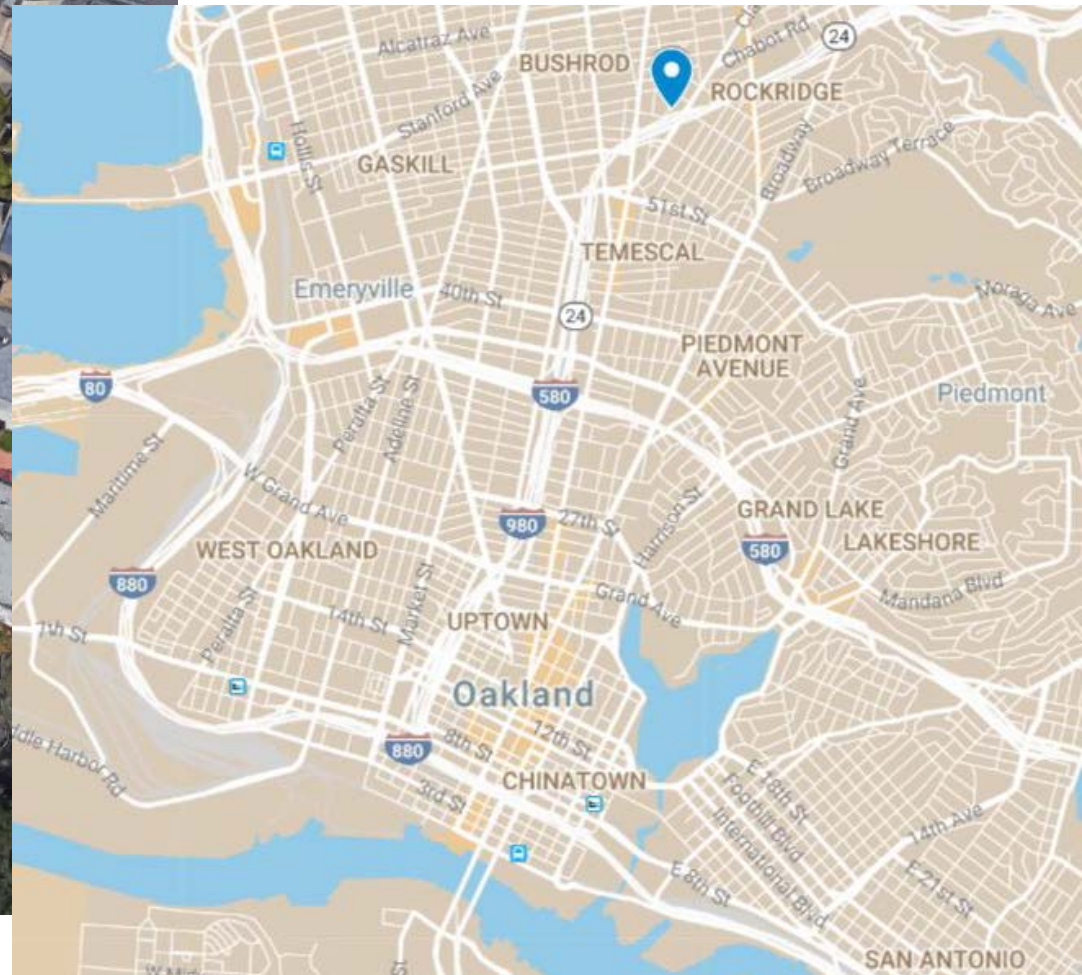
City of
Oakland

Department of
Transportation

Andrew Waggoner



Intersection of Ayala Ave and Herman St

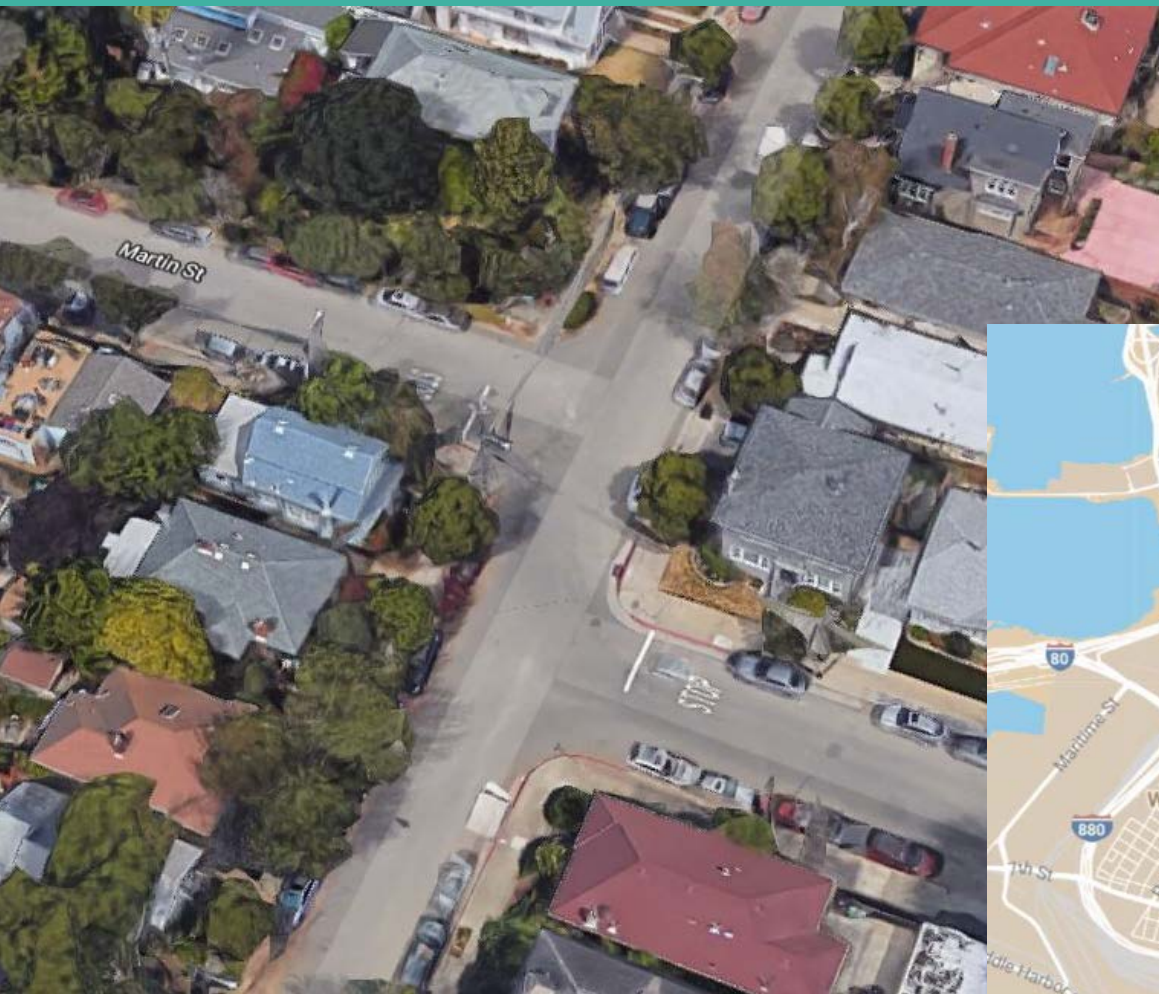




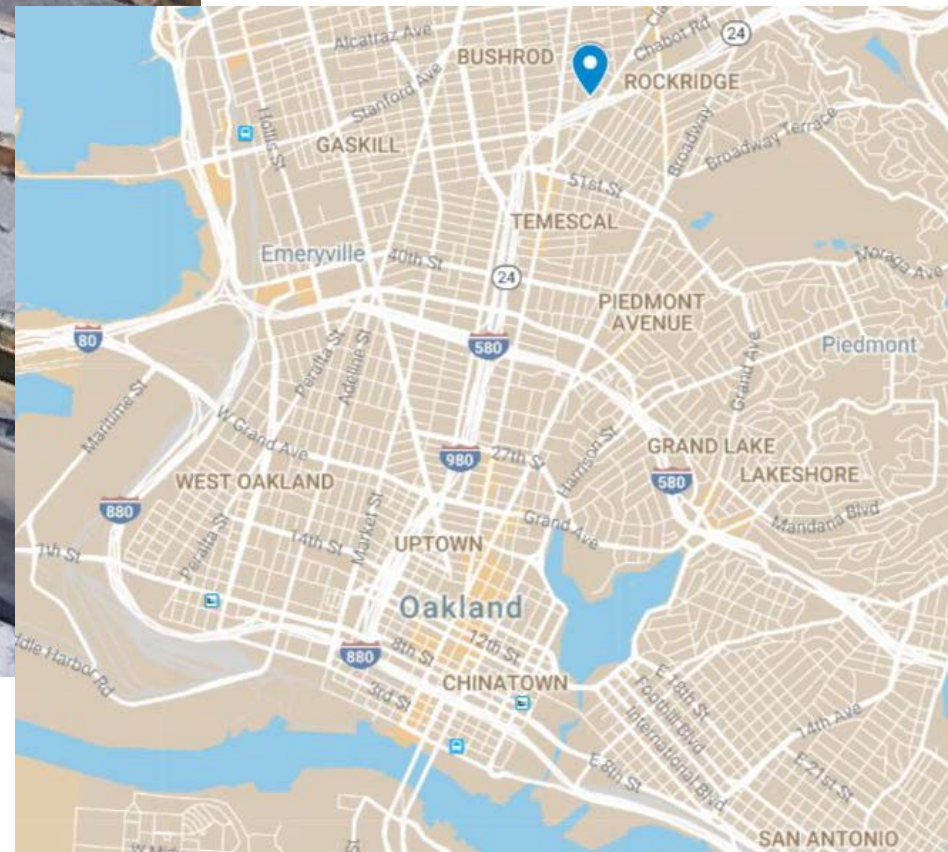
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Intersection of Martin St and Ayala Ave





City of
Oakland

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Thank you!

Questions? Comments?

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