



Office of City Manager

CONSENT CALENDAR
January 21, 2025

To: Honorable Mayor and Members of the City Council

From: Paul Buddenhagen, City Manager

Submitted by: Eleanor Hollander, Economic Development Manager

Subject: Contract: Julie W. Chang Public Artwork Commission for Willard Clubhouse

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract and any necessary amendments with artist Julie W. Chang for an amount not to exceed \$150,000 for a public art commission of a mosaic mural on the 18'-5" wide by 10' tall interior lobby wall located in the Willard Clubhouse at the southeast corner of Willard Park at 2720 Hillegass Avenue, between Derby Street and Stuart Street.

FISCAL IMPACTS OF RECOMMENDATION

The \$150,000 contract will be funded through Measure T1 bond funds (Fund Code 511-21-208-252-0000-000-446-612990) in Fiscal Year 2025.

CURRENT SITUATION AND ITS EFFECTS

Artist Julie W. Chang was selected through a competitive process to create a permanent artwork for the interior lobby wall of the Willard Clubhouse located at the southeast corner of Willard Park. The goal of the project is to enhance a visitor's experience of Willard Park and Clubhouse with a visual amenity; to respond to the site thematically; and to appeal to a wide age range of Willard Park and Clubhouse visitors.

Julie W. Chang's proposal *Enchanted Forest* draws inspiration from Berkeley's flora and fauna and the history of Willard Park as a beloved gathering space. With the intent of highlighting diverse voices and perspectives, symbols mingle and collide to abstraction, inviting multiple interpretations and opportunities for delight and discovery for children and viewers of all ages. Located on the interior lobby wall, this 18'-5" wide by 10' tall "woven" mosaic will serve as a celebration of community in harmony with our natural environment (Figure 1).



Enchanted Forest - Willard Clubhouse Public Art Proposal - Interior Lobby Mosaic

Figure 1: Artwork proposal by Julie W. Chang, *Enchanted Forest*, mosaic artwork for Willard Park Clubhouse (2025).

BACKGROUND

On January 18, 2023, the Civic Arts Commission approved the *Willard Park Clubhouse Public Art Project Plan*, which called for the commissioning of a mosaic artwork for the 18'-5" wide by 10' tall interior lobby wall located at the entrance to the Willard Clubhouse as follows: M/S/C (Passmore/Dhesi) to approve the Willard Clubhouse Public Art Project Plan. Vote: Ayes — Anno, Blecher, Bullwinkel, Covarrubias, Dhesi, Ibarra, Ozol, Passmore, Woo; Nays — None; Abstain — None; Absent — None.

A Request for Qualifications for this artwork commission was released on February 13, 2024 and was open through April 9, 2024. A selection panel comprised of arts professionals reviewed the qualifications of the 135 applicants and recommended 28 applications to be presented to the Willard Clubhouse Public Art Project selection panel. The selection panel of seven people was comprised of three Bay Area arts professionals, a Civic Arts Commissioner, a Parks, Recreation and Waterfront Commissioner, a member of the clubhouse's architecture team, and a community representative. This panel reviewed the qualifications of the 28 artists on the shortlist and recommended three finalists to develop detailed conceptual site-specific proposals. Once the proposals were received, staff conducted extensive community outreach to elicit the public's responses to the three detailed proposals. A "Berkeley Considers" survey that invited respondents to provide feedback on each of the proposals was hosted on the City's website from October 21 to November 11, 2024 and was widely distributed through a citywide community message yielding 535 survey responses.

On November 18, 2024, the selection panel was reconvened to consider the finalists' proposals in an interview format. Julie W. Chang's proposal was selected and submitted to Civic Art Commission for final approval. At the December 4, 2024 Civic Arts Commission meeting, the Commission unanimously approved the panel's recommendations with the following vote: M/S/C (Ibarra/Bullwinkel) to approve the panel's selection of artist Julie Chang and her artwork proposal for the Willard Clubhouse Public Art Project. Vote: Ayes — Anno, Bachrach, Blecher, Bullwinkel, Covarrubias, Ibarra, Pineda, Woo; Nays — None; Abstain — None; Absent — None. Public Comment: None

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There are no identifiable environmental effects, climate impacts, or sustainability opportunities associated with the subject of this report.

RATIONALE FOR RECOMMENDATION

The proposal by Julie W. Chang was selected based upon the following criteria: aesthetic quality; appropriateness of the proposed artwork for the site and project goals; demonstrated feasibility of the preliminary proposal and the proposal budget; and demonstrated maintainability and durability of the design, materials, fabrication and proposed installation method for the artwork.

ALTERNATIVE ACTIONS CONSIDERED

The selection panel considered two other artistic proposals for the clubhouse wall, but ultimately selected Julie W. Chang's proposal *Enchanted Forest* for advancement.

CONTACT PERSON

Mark Salinas, Office of Economic Development, (510) 981-7538

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT WITH JULIE W. CHANG TO CREATE A PUBLIC ARTWORK ON THE LOBBY WALL OF THE WILLARD CLUBHOUSE

WHEREAS, the City of Berkeley's Arts and Culture Plan calls for the enhancement of Berkeley's environment by placing temporary and permanent public art in public spaces throughout the city; and

WHEREAS, the Civic Arts Commission approved the Willard Clubhouse Public Art Project Plan on January 18, 2023, which called for the commissioning of a permanent mosaic artwork for the interior lobby wall of the Willard Clubhouse located at the southeast corner of Willard Park; and

WHEREAS, funding for the artist contract for the mosaic artwork at Willard Park is included in the budget of the Measure T1 bond funds (Fund 511) for Fiscal Year 2025; and

WHEREAS, a Request for Qualifications from professional practicing artists was released on February 13, 2024 and 135 applications were received; and

WHEREAS, a selection panel comprised of arts professionals reviewed the qualifications of the 135 applicants and recommended 28 applications to be presented to the Willard Clubhouse Public Art selection panel comprised of seven people including three Bay Area arts professionals, a Civic Arts Commissioner, a Parks, Recreation and Waterfront Commissioner, a member of the project's architect team, and a community representative; and

WHEREAS, three finalists were selected by the panel and invited to develop site-specific public art project proposals; and

WHEREAS, the selection panel reconvened to evaluate the three proposals and selected the proposal by Julie W. Chang for recommendation to the Civic Arts Commission; and

WHEREAS, the Civic Arts Commission approved Julie W. Chang for a permanent mosaic artwork for the interior lobby wall of the Willard Clubhouse at its regularly scheduled commission meeting on December 4, 2024; and

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments thereto with Julie W. Chang for a permanent mosaic artwork for the interior lobby wall of the Willard Clubhouse for an amount not to exceed \$150,000. A record signature copy of said contract and any amendments are to be on file in the Office of the City Clerk.