

CITY OF OAKLAND
AGENDA REPORT

2010 JUN 30 AM 11:07

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Office of Parks and Recreation
DATE: July 13, 2010

RE: Resolution Renaming the "Fox Square Park" Located at 1900 Rashida Muhammad Street for a Ten Year Period With The Option to Revisit the Naming Rights For an Additional Ten Years, to the "Henry J. Kaiser Memorial Park" in Response to a Significant Donation From Kaiser Permanente for the Completion and Installation of the 'Remember Them: Champions For Humanity' Monument

SUMMARY

Staff received a request from the Oakland Metropolitan Chamber of Commerce Foundation (OMCCF) Board to rename the Fox Square Park located at 1900 Rashida Muhammad Street to the Henry J. Kaiser Memorial Park in response to a significant donation from Kaiser Permanente for the completion of phases one through three of the 'Remember Them: Champions for Humanity' ('Remember Them') Monument which will be located in the Park. Financial support received from Kaiser Permanente provides for the opportunity to leverage funding to raise the remaining money necessary to complete the project.

In keeping with the provisions of Resolution No. 65024 C.M.S. (*see Exhibit A*), Resolution Approving and Adopting a Procedure for Designating Official Names for Municipal (Public) Facilities in the City of Oakland, No. 4b, an individual philanthropist, and family or estate name, the Parks and Recreation Advisory Commission approved the renaming at its June 9, 2010 meeting.

FISCAL IMPACT

There is no expected negative fiscal impact to the City. The Oakland Metropolitan Chamber of Commerce Foundation and Kaiser Permanente will provide City approved signage for the park. The 'Remember Them' project capital campaign includes a \$250,000 endowment for a maintenance program (*see Exhibit B*) which will ensure that the bronze monument is insured for damage and cleaned annually. The City does not have maintenance responsibilities at the Park due to the existing agreement with the developers of the Uptown Project.

BACKGROUND

After the terrorist attacks on September 11, 2001, Mario Chiodo set out to create artwork to inspire education and leadership, heal intolerance between cultures, and lead to peace. Joseph Haraburda, CEO and President of the Oakland Metropolitan Chamber of Commerce, believed

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that Mario Chiodo's artwork would benefit the City of Oakland and offered the Chamber Foundation as the fiscal sponsor. Mario Chiodo agreed to donate his sculpting time on the project, a capital campaign was organized to raise the funds needed to create the full size bronze monument and related components, and the project will be a gift to the City of Oakland. In 2006 Oakland City Council unanimously approved Resolution No. 80123 C.M.S (*see Exhibit C*) placing the 'Remember Them' Monument in the Fox Square Park and approving the acceptance of the gift.

The economic downturn of 2008-2009 made raising funds for 'Remember Them' very challenging. City Council approved that federal reimbursement for Fox Square Park be granted to 'Remember Them' to be used to complete the first section of the monument. This action inspired Kaiser Permanente to donate again to the project funding section two and three, and to solicit other corporations and foundations to match their grant to raise the remaining funds to finish the fourth and final section.

KEY ISSUES AND IMPACTS

The total budget for the 'Remember Them' project which includes the bronze monument, educational component, visually impaired artwork, and site work maintenance endowments is approximately \$7 million of which \$3.2 million has been raised to date. Kaiser Permanente donated \$1 million initially to start the project. Kaiser has now pledged an additional \$2 million and is committed to assisting the OMCCF in raising an additional \$2 million. Because of the significant donations by Kaiser Permanente the project is anticipated to be completed in 2011.

PROJECT DESCRIPTION

The 'Remember Them' monument is an inspirational bronze monument comprised of 25 international role models and includes an educational program. The high school educational curriculum was developed by the Martin Luther King Institute at Stanford University and is currently being tested in Oakland Unified schools. The project also includes unique tactile artwork for the visually impaired to provide an equal experience, which will be installed along the sides of the park bordering 19th Street and Rashida Muhammad Street. Bronze plaques with donor recognition will be affixed to the lower half of the visually impaired artwork.

SUSTAINABLE OPPORTUNITIES

Economic: Naming the park after Henry J. Kaiser, a well-known philanthropist and largest employer of Oakland, is in line with the 'Remember Them' theme of acknowledging individuals from Oakland who did extraordinary things for the betterment of other people. Mr. Kaiser was one of the first major national employers to implement equal rights for all people during a time of segregation as well as a health program for employees. Because of the uplifting themes associated with Henry J. Kaiser and 'Remember Them', the park and monument will provide an opportunity to attract tourists to the area from all over the world bringing economic benefit to

Oakland. The unique visually impaired artwork will be a draw to those without sight, as there are few opportunities for tactile experiences such as these. The increase in visitors will potentially increase revenue to the City through parking, as well as provide business for local restaurants, hotels and retailers.

Environmental: The proposed renaming has no negative impact on the environment.

Social Equity: The proposed renaming has no impact on social equity; however installation of the visually impaired artwork adds greater social equity to Oakland Parks by providing a unique equal experience for those without sight.

DISABILITY AND SENIOR CITIZEN ACCESS

Proposed renaming of the park has no impact for disabled and senior citizens. The 'Remember Them' monument will be fully accessible complying with the Americans with Disabilities Act (ADA) and will not create a tripping hazard for senior citizen access. The visually impaired artwork provides an equal opportunity to experience 'Remember Them' for those without sight.

RECOMMENDATION(S) AND RATIONALE

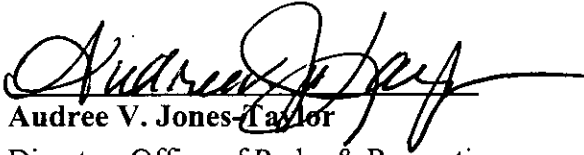
Staff recommends that the City Council adopt the resolution to rename Fox Square Park located at 1900 Rashida Muhammad Street to the Henry J. Kaiser Memorial Park for a ten year period. Kaiser Permanente's initial \$1 Million donation began funding the 'Remember Them' project and an additional \$2 Million pledge provided funding for phase two and three. Additionally, Kaiser Permanente is committed to assisting the Oakland Metropolitan Chamber of Commerce Foundation with asking corporations and foundations for a match to the Kaiser grant to raise the remaining funds to finish the fourth and final section of the monument. Due to the significant donations from Kaiser Permanente and their continued commitment and support, the monument is expected to be complete during 2011. It is requested that the naming rights be revisited after ten years to provide the City the opportunity to assess the capital needs of the Park and the 'Remember Them' monument and to solicit further funding to ensure the Park continues to be a destination venue for residents and visitors.

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ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that City Council adopt the resolution renaming "Fox Square Park" located at 1900 Rashida Muhammad Street to the "Henry J. Kaiser Memorial Park" for a ten year period, with the option to revisit the naming rights for an additional ten years.

Respectfully submitted,



Audree V. Jones-Taylor
Director, Office of Parks & Recreation

Prepared by:
Dana Riley, Assistant to the Director
Office of Parks and Recreation

APPROVED AND FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE:



Office of the City Administrator

Attachments: Exhibit A - City of Oakland Resolution No. 65024
Exhibit B - Maintenance Program for the 'Remember Them' Monument
Exhibit C - City of Oakland Resolution No. 80123

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OAKLAND CITY COUNCIL

Exhibit A

RESOLUTION No. 65024 C. M. S.

[Handwritten signature]

INTRODUCED BY COUNCILMEMBER _____

RESOLUTION APPROVING AND ADOPTING A PROCEDURE FOR DESIGNATING OFFICIAL NAMES FOR MUNICIPAL (PUBLIC) FACILITIES IN THE CITY OF OAKLAND

WHEREAS, the City Council Rules and Procedures/Legislative Committee of the City of Oakland has conducted a review of the procedure by which the City Council selects appropriate names for municipal facilities in the City of Oakland, other than Parks and Recreation facilities; and

WHEREAS, the City Council has directed that an official procedure be established for designating official names for public facilities in the City of Oakland; now, therefore, be it

RESOLVED: That the City Council herewith approves and adopts the following procedure for naming public facilities in the City of Oakland:

1. Any individual or entity may initiate a proposal to name or rename a public facility in the City of Oakland.
2. All requests for naming and renaming public facilities in the City of Oakland shall be transmitted to the Rules and Procedures/Legislative Committee, including requests by:
 - (a) individuals and public officials;
 - (b) clubs, civic groups, or neighborhood organizations;
 - (c) public agencies or governmental entities.
3. Any request to name or rename park and recreation facilities shall be referred to, or may be initiated by, the Oakland Parks and Recreation Advisory Commission (OPRAC). The recommendation of the OPRAC shall be referred to the Rules and Procedures/Legislative Committee.
4. The Rules and Procedures/Legislative Committee shall review all requests and recommend an appropriate name to the City Council. Special consideration will be rendered based upon the following criteria:
 - (a) a geographical area of the City or a significant historical event;
 - (b) an individual philanthropist, family, or estate name;
 - (c) unique or civic circumstances;

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(d) memorialization of a living person, only under special circumstances as follows:

- ° the honoree contributed half or more of the cost of a major facility;
- ° the honoree initiated or contributed major time to the establishment of the project;
- ° overwhelming belief (public opinion) that the designee would probably be honored for that facility post-humously;
- ° if no other individual now living has, or is likely to have, greater public support for being honored at this specific site;
- ° the honoree has given extraordinary service to the City or the community;
- ° the honoree has attained national or international prominence and achievement.

Upon approval, the City shall limit its recognition of an honoree to one facility or portion thereof. Further, facilities named for a specific individual should rarely be renamed, although the City Council could be flexible in renaming facilities originally named for geographical areas, etc. A public hearing shall be conducted by the City Council prior to the official designation of any name for a public facility.

IN COUNCIL, OAKLAND, CALIFORNIA, DEC 1 1987, 19__

PASSED BY THE FOLLOWING VOTE:

HASKELL

AYES— BAZILE, CANNON, ~~HASKELL~~, GILMORE, MOORE, OGAWA, RILES, SPEES, and PRESIDENT WILSON , - 8

NOES— NONE

ABSENT— CANNON, - 1

ABSTENTION— NONE

ATTEST:

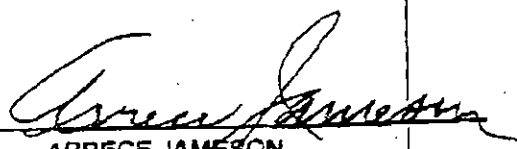

 ARRECE JAMESON
 City Clerk and Clerk of the Council
 of the City of Oakland, California

Exhibit B

MAINTENANCE PROGRAM FOR THE REMEMBER THEM MONUMENT

The Remember Them project capital campaign includes a \$250,000 endowment for the maintenance program of the bronze and concrete monument. It is the intention of the creators of this project that this endowment be invested and that the designated agent of the maintenance program may need to periodically fundraise to keep funds available for the annual maintenance of the monument.

The monument will be comprised of four sections that stretch out approximately 50 feet and the tallest point of the monument is approximately 17 feet high. It will be primarily produced in cast bronze with an aged patina. It is the artist's intention that the bronze continue to age naturally. The lower area of the monument will be sculpted Portland cement, stained and sealed.

Depending on the amount of rain in a given year, annual maintenance should include a minimum of one power wash to remove dust, dirt, bird droppings or leaves. Power washing should be performed with cold water and a variable pressure wand ranging from 1000 to 2000 psi so as not to damage the patina. Should grime or droppings be difficult to remove, a power washing with warm water is suggested. (Please note that no 220volt outlet is available for a power washer. A gas-powered unit would be required.)

Once a year before hand waxing, the bronze should be power washed with warm water and mild, biodegradable soap. Hot carnauba wax (blue label, neutral color) should be applied by brushes and rubbed in with clean terry rags over the entire surface of the bronze.

Should the patina be damaged from solvents used to remove paint, the patina will need to be touched up by an artisan with a minimum of 3 years experience in patination. The equipment required will be a portable welding torch and ferric nitrate.

The lower concrete areas of the monument will be sealed and coated with a 'vandal-proof' finish that makes removing paint with a solvent and rag easy. The finish is non-sacrificial (will not be removed by solvent) and will need to be reapplied by brush in five years. (Manufacturer's product name to be provided after installation.)

Major damage to the bronze or concrete sculpture will require repairs by professionals. These costs should be covered by an insurance policy carried by the designated agent of the maintenance program. The aforementioned insurance policy should also include liability insurance up to \$3 million.

Annual Maintenance Estimate and Insurance Policy:	
Two power washes and one hot wax.....	\$6,000
Insurance policy.....	\$5,500
Re-apply vandal proof finish: \$2,000 (Amortized over 5 yrs.).....	\$ 400
TOTAL.....	\$11,900

Exhibit C

OFFICE OF THE CITY CLERK
2016 SEP 13 10:51 AM
Approved as to Form and Legality
Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. 80123 C.M.S.

Introduced by Councilmember _____

RESOLUTION ACCEPTING A PRIVATELY FUNDED MONUMENT TITLED "REMEMBER THEM: CHAMPIONS FOR HUMANITY" BY MARIO CHIODO AS A GIFT TO THE CITY OF OAKLAND FOR PERMANENT INSTALLATION IN FOX SQUARE PARK, TO BE LOCATED AT 19TH STREET AND FOX COURT WITHIN THE UPTOWN REDEVELOPMENT AREA.

WHEREAS, the City of Oakland accepts responsibility for expanding the opportunities for its citizens to experience public art and other projects resulting from the creative expression of its visual artists in public spaces throughout the City; and

WHEREAS, the Oakland Cultural Affairs Commission exists to advise the Mayor, City Council and the City Administrator on all matters affecting cultural development in the community; and

WHEREAS, a function and duty of the Cultural Affairs Commission is to advise the City on the placement of works of public art, and to recommend acceptance of proposed gifts based on the Public Art Advisory Committee's review; and

WHEREAS, native Oakland resident and sculptor Mario Chiodo has offered to the City of Oakland the gift of a cast-bronze and concrete monument for permanent installation in a public park; and

WHEREAS, the proposed monument will portray twenty-five world-renowned humanitarian leaders and celebrate their lives and work; and

WHEREAS, the proposed monument will reflect and honor the cultural diversity and global consciousness of the people of Oakland; and

WHEREAS, the proposed monument has the potential to become an inspiring and much-visited landmark for Oakland residents and visitors alike; and

WHEREAS, the proposed monument will be complemented by an educational curriculum for the benefit of Oakland students, and other activities to enhance and publicize the monument nationwide; and

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Exhibit C

WHEREAS, the gift will be made at no cost to the City of Oakland, as all funding for creation, installation and maintenance of the monument, and all supporting activities, will be provided by the project donors; and

WHEREAS, on August 7, 2006 the Public Art Advisory Committee voted to accept the gift of the monument; now be it

RESOLVED, that the City Council accepts as a gift to the City of Oakland a monument titled "Remember Them: Champions for Humanity" by Oakland sculptor Mario Chiodo, for permanent installation in Fox Square Park at the intersection of 19th Street and Fox Court; and be it

FURTHER RESOLVED, that all relevant agreements and other documentation will be reviewed and approved by the City Attorney and placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, SEP 19 2006, 2006

PASSED BY THE FOLLOWING VOTE:

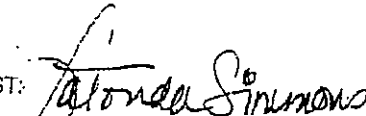
AYES - BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG, AND
PRESIDENT DE LA FUENTE - 8

NOES - 0

ABSENT - 0

ABSTENTION - 0

ATTEST:



LATONDA SIMMONS
City Clerk and Clerk of the Council of
the City of Oakland, California

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FILED
OFFICE OF THE CITY CLERK
OAKLAND

2010 JUN 30 AM 11:08

Approved as to Form and Legality

Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

RESOLUTION RENAMING THE "FOX SQUARE PARK" LOCATED AT 1900 RASHIDA MUHAMMAD STREET FOR A TEN YEAR PERIOD WITH THE OPTION TO REVISIT THE NAMING RIGHTS FOR AN ADDITIONAL TEN YEARS, TO THE "HENRY J. KAISER MEMORIAL PARK"

WHEREAS, Henry J. Kaiser, a well-known philanthropist, the largest employer of Oakland and one of the first major national employers to implement equal rights for all people during a time of segregation as well as a health program for employees; and

WHEREAS, in 2006 the Oakland City Council unanimously approved Resolution No. 80123 C.M.S placing the 'Remember Them: Champions for Humanity' monument in the Fox Square Park and approving the acceptance of the gift; and

WHEREAS, the good works of Henry J. Kaiser are in line with the 'Remember Them: Champions for Humanity' theme of acknowledging individuals from Oakland who did extraordinary things for the betterment of other people; and

WHEREAS, Kaiser Permanente initially donated \$1 million to start the monument project and has subsequently pledged an additional \$2 million to fund sections two and three and is committed to assisting the Oakland Metropolitan Chamber of Commerce Foundation in raising the remaining funding to complete the monument; and

WHEREAS, the Oakland Metropolitan Chamber of Commerce Foundation and Kaiser Permanente will provide for and install City approved signage related to the renaming; and

WHEREAS, the Park and Recreation Advisory Commission approved the renaming at its June 9, 2010 meeting; and

WHEREAS, it is recommended that the naming rights of the Park be revisited after ten years to provide the City the opportunity to assess the capital needs of the Park and the 'Remember Them' monument and to solicit further funding to ensure the Park continues to be a destination venue for residents and visitors; and

WHEREAS, the renaming adheres to the criteria of Resolution No. 65024 C.M.S., Resolution Approving and Adopting a Procedure for Designating Official Names for Municipal Facilities in Oakland, item 4(b) an individual philanthropist, family, or estate name; now, therefore, be it

RESOLVED: that the City Administrator or his designee is hereby authorized to rename the Fox Square Park located at 1900 Rashida Muhammad Street for a ten year period with the option to revisit the naming rights for an additional ten years, to the Henry J. Kaiser Memorial Park; and be it

FURTHER RESOLVED: That the Office of the City Attorney has approved this resolution as to form and legality, and a copy will be on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, AND
PRESIDENT BRUNNER

NOES -

ABSENT -

ABSTENTION -

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council of
the City of Oakland, California