



Kate Harrison
Councilmember, District 4

CONSENT CALENDAR
April 11, 2023

TO: Honorable Members of the City Council

FROM: Councilmember Harrison, Councilmember Bartlett

SUBJECT: Relinquishment of Council Office Budget Funds to Grant Downtown Berkeley Association (DBA) \$500 for 2274 Shattuck Avenue Mural Project serving a Municipal Public Purpose.

RECOMMENDATION

Adopt a resolution approving the expenditure to grant Downtown Berkeley Association (DBA) \$500 for the 2274 Shattuck Avenue Mural Project serving a Municipal Public Purpose, with funds relinquished to the City's general fund for this purpose from Councilmember Harrison's discretionary Council Office Budget Fund.

BACKGROUND

The Regal United Artists Theater has closed after 90 years. It is currently boarded up, making the once lively façade bare. Fortunately, The Downtown Berkeley Association has commissioned artist, Doran Dada, to paint a mural on the front of the building on behalf of the property owner, Panoramic Interests.

Dada has painted hieroglyphs since a teenager and describes his style of artwork as "Egyptian Wonderland." His work draws upon "folk art found in ancient cultures as well as in modern western ones," which hopes will "inspire a new awakening of the magnificent African contributions to the world and help guide us all towards a bright future together!" Dada recently completed a celebrated mural located at 3163 Adeline St.



“God Shu on his Flying Chariot,” by Doran Dada, 3163 Adeline St.,
Photo by Natasha Kaye | Daily Californian¹

The Downtown Berkeley business community has financially suffered from the ongoing effects of the pandemic and the following recession. Many businesses have shutdown, leaving vacant and sterile commercial buildings. Investing in public and accessible murals is one step we can take in stimulating downtown Berkeley’s economy and renewing its rich history of the arts.

Patrick Kennedy and the DBA have funded the mural, but it is important and in the public interest for the District 4 office to contribute to its completion by reimbursing \$500 to the DBA. Public art is free for all members of the public to enjoy.

¹ Natasha Kaye, “Mural unveiled in South Berkeley as part of 'beautification' efforts,” The Daily Californian, January 27, 2023, <https://www.dailycal.org/2023/01/27/new-mural-unveiled-in-south-berkeley-as-part-of-beautification-efforts>

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Mural In Progress, Photo by Doran Dada

Cost of Completion

Patrick Kennedy	DBA	District 4	Total
\$1,000.00	\$500.00	\$500.00	\$2,000.00

FISCAL IMPACTS OF RECOMMENDATION

No General Fund Impact. \$500 is available from Councilmember Harrison’s office account.

ENVIRONMENTAL SUSTAINABILITY

Creating a beautiful, livable, walkable Downtown contributes to Berkeley’s environmental sustainability.

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CONTACT PERSON

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AUTHORIZING THE EXPENDITURE OF SURPLUS FUNDS FROM THE OFFICE
EXPENSE ACCOUNT OF COUNCILMEMBER HARRISON FOR A GRANT TO THE 2274
SHATTUCK AVENUE MURAL PROJECT TO PROVIDE PUBLIC SERVICES FOR A
MUNICIPAL PUBLIC PURPOSE

WHEREAS, Councilmember Harrison has surplus funds in her office expenditure account; and

WHEREAS, The Regal United Artists Theater has closed after 90 years and is now boarded up with a bare and vacant façade and the owner of the building, the Downtown Berkeley Association, and District 4 Council office will fund artist Doran Dada to paint a mural on the front of the building; and

WHEREAS, the provision of such services would fulfill the City's and Downtown Berkeley's commitment to arts and culture, and it's dedication to stimulating Downtown Berkeley's economic growth and development;

WHEREAS, public art is free for all members of the public to enjoy and serves a municipal public purpose.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that funds relinquished by Councilmember Harrison from her Council Office Budget up to \$500 shall be granted to the Downtown Berkeley Association as a grant towards its \$1,000 expenditure toward the Shattuck Avenue Mural Project located at 2274 Shattuck Avenue.

