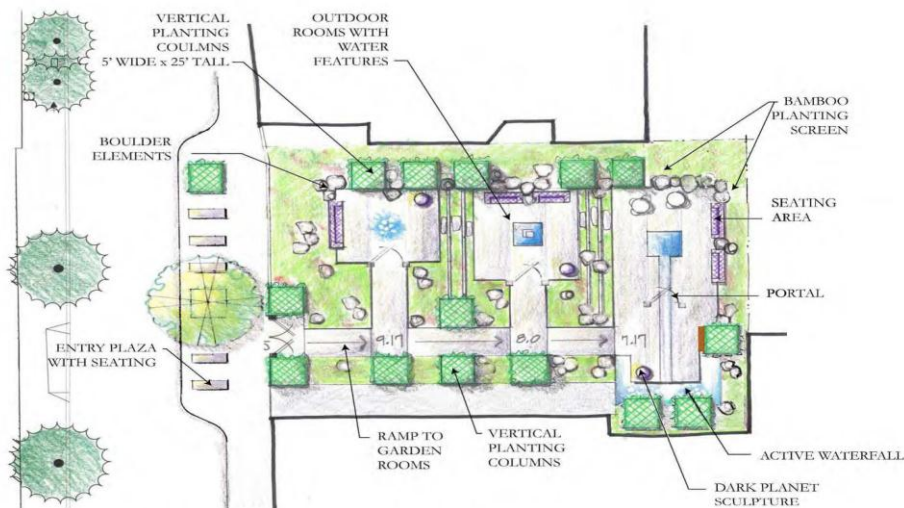


GUY PLACE MINI PARK PUBLIC ART PROJECT OUTLINE



BACKGROUND (CAPITAL IMPROVEMENT PROJECT OVERVIEW)

As part of a comprehensive district plan to support the development of Rincon Hill as a dense residential neighborhood, the City has acquired a small parcel of land on Guy Place to be converted into a "pocket park." This small-sized lot (4,000 SF) is on a quiet, low-traffic side street, surrounded by lower-scale residential and commercial buildings. The Recreation and Park Department ("RPD") has initiated a community engaged design process to develop a conceptual design for the new mini park.

ART OPPORTUNITIES

SFAC staff met with the Guy Place Mini Park project team to explore possible opportunities for artwork. As part of the park development, RPD plans to install an 8' tall fence and entry gates along the frontage of the park, which provide an opportunity for integration of artist designed panels at a prominent location in order to make a strong visual impact and help give the park a unique identity. This approach would help maximize the relatively small art budget by funding the project artist's design of the panels, which would then be fabricated and installed by a separate contractor paid for and managed through the RPD park project. The art budget would also help cover the delta cost of producing the art panels in lieu of typical 8' fence panels.

PROJECT GOAL

The goals of the art enrichment project at Guy Place Mini Park are to help create a sense of place, to make the park's entry more prominent and inviting and to enhance the frontage of the park with a unique artist's design.

PROJECT BUDGET

	Amount
SFAC Administration	\$8,000.00
Artist selection, signage and documentation	\$5,570.00
Artwork Design Contract	\$16,000.00
Maintenance	\$2,000.00
Contingency	\$2,430.00
Delta Cost contribution to RPD	\$6,000.00
Total Art Enrichment	\$40,000.00

ARTISTS RECRUITMENT APPROACH

Arts Commission staff will select a short list of artists from the 2013/14 Prequalified Artist Pool and the 2013/14 Two-Dimensional Artwork Registry.

ARTIST SELECTION PROCESS

The list of qualified artists will be presented to the Guy Place Mini Park selection panel, which will consist of one representative of the client agency (RPD), two arts professionals, one Arts Commissioner, and one community member. The panel will identify three finalists who will be invited to develop conceptual site specific proposals after attending an orientation session with the project team and key stakeholders. These finalists will be paid an honorarium of \$750 (travel reimbursement inclusive) for development of a proposal. The finalists' proposals will be on display for public comment near the project site and on the SFAC website prior to the final selection panel meeting. The Guy Place Mini Park selection panel will reconvene to consider the finalists' proposals in an interview format and will select one artist and an alternate for the project for recommendation to the Arts Commission.

COMMUNITY INVOLVEMENT

- SFAC staff presented an overview of the public art project in conjunction with the CIP presentation to the community on February 13, 2014.
- A community representative will serve on the Guy Place Mini Park Selection Panel and will participate in the Artist Orientation.
- The finalists' proposals will be on display for public comment near the project site and on the SFAC website for two weeks prior to the final selection panel meeting.
- All selection panels, Visual Arts Committee (VAC) and Commission meetings are open to the public.

TIMELINE (Subject to change)

Community Meeting	February 13, 2014
Project Outline Approval (VAC)	April 16, 2014
First Project Artist Selection Panel	Late April/Late May 2014
Artist Finalist Orientation	Early June 2014
Finalist Proposals Due	July 15, 2014
Proposal Display	July 18 – August 1, 2014
Final Project Artist Selection Panel	Early August 2014
VAC Approval	August 20, 2014
Arts Commission Approval	September 8, 2014
Artist Under Contract	September 2014
Guy Place Mini Park Design Phase	September 2014 – May 2015
Guy Place Mini Park Construction	December 2015 – September 2016

FURTHER INFORMATION

Contact Jennifer Lovvorn, Public Art Project Manager at (415)252-4637 or by email at jennifer.lovvorn@sfgov.org.

Guy Place Mini Park

Concept 3: Site Plan

