

**OCEAN AVENUE PUBLIC PLAZA HISTORIC PHOTOGRAPHS  
PUBLIC ART PROJECT OUTLINE**



**BACKGROUND**

As a part of the 2008 Balboa Park Station Area Plan and the Phelan Loop/ Phelan and Ocean Avenue Reconfiguration Project, the San Francisco Municipal Transportation Agency and the Department of Public Works plan to create a public plaza connecting Ocean and Phelan avenues. As requested by the Phelan Public Plaza Community Advisory Group, the plaza will serve as community gathering space, an entrance to an adjacent housing development, a transit node, and a gateway to City College of San Francisco's Ocean/Phelan campus.

**ART OPPORTUNITIES**

In addition to the artist-designed paving being implemented throughout the plaza, the community and project team have expressed interest in a second project; an artist-led community-engagement project to create a permanent display of historic photographs of the neighborhood, to be sited within the Ocean Ave Public Plaza.

## FUNDING

The budget for the Historic Photography project is \$100,000. The breakdown is as follows; \$20,000 will be used for administrative oversight, \$4,500 art project support (selection panel, photography, plaque), the art budget allocation is \$75,500. The artist fee is \$15,000, and includes community liaison, design development, and consultation during fabrication and installation. Fabrication and installation of the artwork is included in the above figures, however this portion of the project will be managed under a separate agreement with the general contractor, DPW and the SFMTA.

## ARTIST SELECTION PROCESS

Because the parameters for this art opportunity are so clearly defined and require a project artist with a specific skill set, the Arts Commission will utilize a limited competition process to select an artist for this project. Arts Commission staff will present to the artist selection panel the qualifications of approximately three artists recruited on the basis of their past work, from which the selection panel will select the project artist and one alternate for recommendation to the Arts Commission. The artist selection panel will consist of the following: one representative of the Arts Commission, one Arts professional, one representative from MTA, one representative from DPW's design team, and one representative from the Ocean Avenue Public Plaza Community Advisory Group.

## PROJECTED TIMELINE (subject to change)

Selection panel meeting	Early-May, 2014
Arts Commission approval of project artist	May 14, 2014
Artist under contract	July 2014
Preliminary design	September 2014
Final design	October 2014

## FURTHER INFORMATION

Contact Justine Topfer, Public Art Project Manager at 415-252-2584 or by email at [Justine.topfer@sfgov.org](mailto:Justine.topfer@sfgov.org).