

**BROADWAY CHINATOWN STREETScape IMPROVEMENT PROJECT
PUBLIC ART OUTLINE**



BACKGROUND

Broadway in Chinatown is one of the most recognizable districts in the city. With neighborhood-serving retail, schools, and large-scale housing developments, great volumes of people travel to and through the area daily. A collaboration between City agencies, neighborhood groups, merchants and residents, the Streetscape Improvement Project will provide a safer and more pleasant walking experience, with new paving, streetlights, street trees, and street furnishings inspired by the unique history of the neighborhood.

The project site is along Broadway Street from Columbus Avenue to the Robert C. Levy Tunnel. The work will convert the current arterial to two lanes of traffic in each direction. Bulb-outs, raised crosswalks and special intersection treatment will improve pedestrian visibility. New street trees, bike sharrows, seating, and street lights will enhance the public realm.

ART OPPORTUNITIES

Community members and the project team have expressed a desire for artist-designed seating along the length of the project site on both the north and south sides of the street. While specific sites are yet to be determined, areas of interest include the intersections at Powell, Stockton and Grant streets, near the throughways of Cordelia Street and Turk Murphy Lane, and adjacent to a new mini-plaza at the north entrance to Wayne Place.

PROJECT BUDGET

The total art enrichment budget is \$73,800, with an architectural credit from DPW up to \$80,000. The high-level project budget breakdown is as follows:

- Admin Fee - \$14,760

- Selection Costs - \$3,050
- Conservation - \$3,690
- Artist Contract - up to \$124,000 [\$44,000 + architectural credit up to \$80,000]
- Project Contingency – \$5,800
- Signage and final photography - \$2,500

ARTIST RECRUITMENT AND ELEGIBILITY

Arts Commission staff will select a short list of artists from the 2013/14 Prequalified Artist Pool.

ARTIST SELECTION PROCESS

The list of qualified artists will be presented to the Broadway Chinatown Streetscape Improvement selection panel, which will consist of one representative of the client agency (DPW), 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 Chinatown Streetscape Improvement 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 will present an overview of the public art project, which may be in conjunction with DPW's presentation to the community.
- A community representative will serve on the Project Selection Panel and may 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 approximately 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

Project Outline Approval (VAC) – March 19, 2014
 First Artist Selection Panel – Early April, 2014
 VAC Approval of Three Finalists – April 16, 2014
 Artist Finalist Orientation – Late April, 2014
 Finalist Proposals Due – Late May, 2014
 Public Display of Proposals and Public Comment – June, 2014
 Final Artist Selection Panel – Early July, 2014
 VAC Approval of Final Selection – July 16, 2014
 Arts Commission Approval of Final Selection – August 4, 2014
 Artist under Contract – Late August, 2014
 Completion of Design Phase – November 2014

FURTHER INFORMATION

Contact Marcus Davies, Public Art Project Manager at 415-255-465, or by email at marcus.davies@sfgov.org.

<http://sfdpw.org/index.aspx?page=1753>