

Date: June 24, 2014

To: The Honorable Members of the Visual Arts Committee

From: Jill Manton, Director Public Art Trust and Special Initiatives

Re: Public Art Trust Project Proposed for West Façade of Bill Graham Civic Auditorium

This is the first Public Art Trust project to come to the Arts Commission. It is a very exciting opportunity to demonstrate one of the many possibilities available to developers when they select the option of contributing all or part of their mandated 1% for Art in Private Development to the Public Art Trust. The Public Art Trust was established by legislation that was made official in May, 2012. In fulfilling the mandated 1% for Art requirement, developers now have the option to contribute all or a portion of their 1% to the Public Art Trust for residential projects in the C3 District.

Emerald Fund is developing two projects at 101 Polk and 25 Van Ness. They are interested in having the trust contribution used for the specific purpose of commissioning an artwork for the Polk Street and west facing portion of the Hayes Streets elevations of the Bill Graham Civic Auditorium. (Please see site photo.) Emerald Fund will contribute approximately \$1,000,000 of their 1% to this project. There may be a second Public Art Trust project on the Hayes Street elevation of 25 Van Ness which may be managed through Emerald Fund with the balance of their 1%.

I have consulted with the Department of Real Estate, City Planning and more specifically, the staff of the Historic Preservation Commission to make certain that they would provisionally approve of the site for an art installation that are in accordance with the guidelines they have developed. . Real Estate also conferred with Planet Ape, the operators of the Civic Auditorium. Everyone has responded favorably about using the site for a large art installation. I have also spoken with the Director of the Civic Center CBD about providing information to the community as the project progresses. Historic Preservation will need to review any proposal selected as will the Department of Real Estate.

While there are certain restrictions with which the art project must comply, I believe the project presents a wide range of exciting possibilities for the treatment of these elevations. I have visited the site with Susan Pontious and Justine Topher and they concur as well. It does not need to touch every part of the façade, but the treatment should be comprehensive in scope. The developer will be an essential part of the selection process and brings a trained artistic eye to the project, having practiced as an artist prior to his career as a developer.

Proposed Use of Public Art Trust from Emerald Fund Developments for Public Art Project on West Façade of Bill Graham Civic Auditorium

Action

Presentation of proposed site for art installation, description of art opportunity and budget, method of artist selection, and summary of guidelines from Historic Preservation Commission regarding Civic Center Historic District.

Presenters: Jill Manton, Director, Public Art Trust, Mark Babsin, Principle, Emerald Fund

Motion to authorize the use of the west façade of the Bill Graham Civic Auditorium as a site for a permanent public art installation with an approximate budget of \$1 million from Public Art Trust proceeds generated by the Emerald Fund from developments at 101 Polk Street and the Hayes/Van Ness and authorization for staff to proceed with the development of a RFQ, selection panel and artist selection process.





← POLK STREET →

 Suggested Artwork Location

 Preferred Artwork Location