



SAN FRANCISCO ARTS COMMISSION
SOMA West – McCoppin Hub
Public Art Project Outline
Last updated: February 8, 2012



Conceptual Design approved 1/23/12 by Civic Design



Existing Site

Background:

The Department of Public Works is working on a series of streetscape improvement projects around the Central Freeway/Octavia Boulevard called the South of Market (SOMA) West Improvement Projects. The projects are funded by the sale of parcels from the demolition of the Central Freeway and are divided into two phases. Phase I of the project includes the McCoppin Street Improvements and has generated an art enrichment project for McCoppin Hub. The SFAC conducted an artist selection process for which the artist team Rebar and their proposal “Flutterby” was selected by the SOMA West McCoppin Hub Selection Panel and approved by the Visual Arts Committee on August 18, 2010. The project was then put on hold contingent upon the sale of parcels. In June 2011, the Mayor’s Office of Economic Development contacted the SFAC with news that the project is moving forward with a new design. The conceptual design was approved by the Civic Design Committee on January 23, 2012. As the design of the site has changed, Rebar will create one additional proposal for the new site.

Art Opportunities:

The primary opportunity includes a gateway piece along Valencia, for maximum visibility to the public. Other opportunities include a treatment on the stairs or the façade of the landscaped elements, and a sculptural element in the green landscaped area by the highway ramp. More integrated functional artwork could take the form of seating, bicycle racks and handrails.

Budget:

The original art enrichment for McCoppin Hub is \$75,000, with a budget of \$51,000 for the design, fabrication and installation of the artwork. DPW is increasing the art enrichment by \$2,500: \$2,000 for the artist team to develop a new proposal, and \$500 for the SFAC for administration.

Proposal Development Process:

Rebar will attend an orientation meeting with the Project Team (Mayor’s Office and Architect) to review community desires for the artwork, as well as appropriate locations for the placement of the artwork. Rebar will prepare one artwork proposal for the design of the new site. The SFAC will work with Rebar in the development of their proposal. Rebar will then present the proposal to the Project Team for review/feedback. The proposal will be available on the Arts Commission website for public comment for a 1 week period, and may be presented to the community at a public meeting organized by the Mayor’s Office. Public comments will be shared with the Project Team prior to presentation to the Visual Arts

Committee. Rebar will then present their concept to the Visual Arts Committee for final approval. If at anytime, the alternate proposal is not accepted to move forward, "FlutterBy" will be the artwork selected for the site.

Timeline (subject to change):

Orientation Meeting:	February 7, 2012
Proposal Development:	mid-February to April 25, 2012
Proposal review by Project Team:	last week of April 2012
Proposal online for public comment:	first/second week of May 2012
VAC approval:	Wednesday, May 16, 2012
Complete Contract with Artist:	June 29, 2012
Design Development:	TBD
Fabrication, installation:	TBD

Additional Information:

Contact Mary Chou, Public Art Project Manager at (415) 252-2551 or by email at mary.chou@sfgov.org.