

GENEVA POWERHOUSE PROJECT PUBLIC ART PROJECT OUTLINE



BACKGROUND (CAPITAL IMPROVEMENT PROJECT OVERVIEW)

The Geneva Car Barn and Powerhouse (GCBPH) is located at 2301 San Jose Avenue, at the corner of Geneva Avenue, across the street from the Balboa Park BART Station.

The GCBPH, located in San Francisco's District 11, is the last physical reminder of San Francisco's first electric railway system. First owned by private railway companies and then by the San Francisco Municipal Transportation Authority, it was occupied until 1989, at which time it was heavily damaged in the Loma Prieta earthquake and vacated.

The Recreation and Parks Department acquired the building in 2004, and in 2010, the GCBPH was listed on the National Register. Between 2004 and 2015, in partnership with the D11 community, the vision for GCBPH was developed as a community arts center.

The rehabilitation of the Geneva Car Barn Complex will preserve and restore the exterior façade and historic finishes of the period-of-significance building while modifying the building for code

compliance, seismic strengthening and the building's new use as a community arts center. The rehabilitation of the Geneva Car Barn and Powerhouse will happen in two phases - Phase 1 will rehabilitate the Powerhouse only, and Phase 2 will complete the remainder of the Project (including the "Car Barn" portion of the building and additional Powerhouse improvements). In Phase One, the Powerhouse will provide an event space for community arts programming, performances and exhibitions, and other special events, as well as home base for the tenant, the Performing Arts Workshop.

Designed by Aidlin Darling Design, the rehabilitation is intended to heighten the dialogue between old and new, calling particular attention to the layers of history apparent within the building. Phase 1 improvements include a seismic upgrade, the installation of modern utility systems, and the restoration of historic features. At the Powerhouse entrances, the large historic wood doors will be restored and placed in their open position with a new steel and glass window wall system inserted to provide accessible entrance and egress from the space. A new concrete floor will be installed with structural glass at two former turbine locations to provide vitrines for display. The existing iron mezzanine will be retained with infrastructure inserted below for support functions. Where new elements are inserted, they will be clearly distinct and modern while being compatible in proportion and material to the existing in keeping with the Secretary of the Interior Standards.

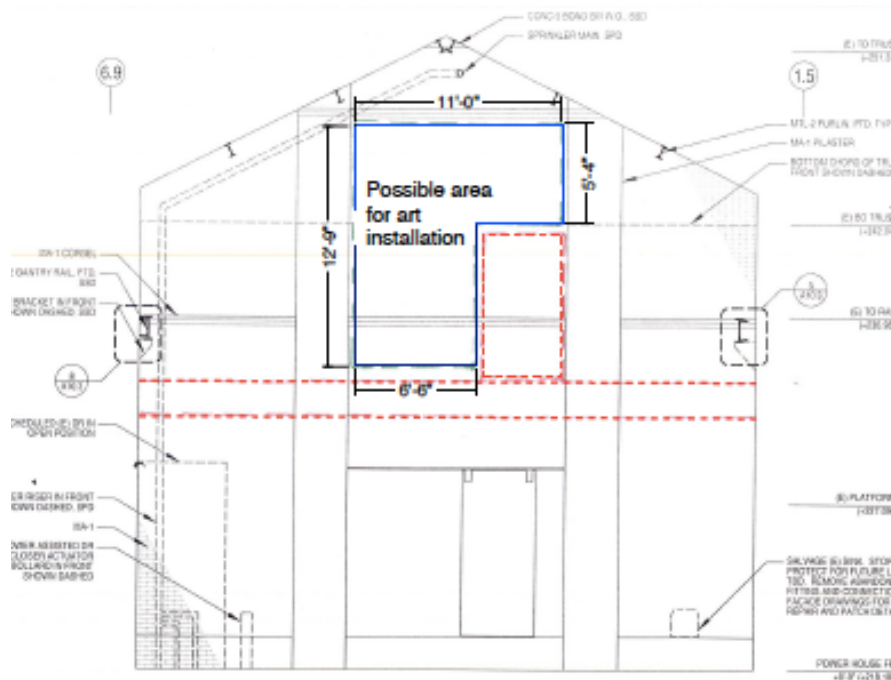
The Project design is complete and construction is anticipated to begin in February 2018.

ART OPPORTUNITY

There are several opportunities for an artwork at the site:

Location 1: A wall-sculpture to be installed on the upper level of the North-facing brick wall of the Powerhouse interior. This wall will remain in its historic brick state, so it is important that artwork allow the wall to "read through." As such, murals or paintings are not advisable. Electricity is available in this location (please see renderings below). Renderings and dimensions of this location are the following:

Location 1 Dimensions/Renderings (North Wall of the Powerhouse)





View of North Wall in Phase 1 from Entry



View of North wall in Phase 2 with theater mezzanine



View of North wall in Phase 2 with theater mezzanine

Location 2: A sculptural installation in one or both of the vitrines. The Project envisions that one or both of these vitrines will showcase the history of the building through the building's artifacts. Artists can choose to use these historic elements within a sculpture to be placed in or integrated into one or both vitrines. Electricity is available in these locations as well as the opportunity to incorporate light into sculptures. The dimensions of the vitrines are approximately 8'-8" x 10'-4" in plan and are approximately 5 feet deep. (please see renderings below).

Location 2 Renderings (Vitrines in the Powerhouse)



View of Vitrines in Phase 1



View of Vitrines in Phase 1 and Phase 2

PROJECT GOAL

The goal of the project is to create a signature artwork for the renovated Powerhouse that will inspire and engage arts programming participants and the community in general, and enhance their connection to the history of the site.

PROJECT BUDGET

Admin Fee	\$25,000
Selection, signage and documentation	\$5,235
Artwork (design, fabrication, installation)	\$73,515
Contingency	\$8,750
Conservation	\$12,500
Total	\$125,000

ARTIST RECRUITMENT APPROACH AND ELIGIBILITY

Arts Commission staff will select a short list of artists from the 2017/18 Prequalified Artist Pool.

ARTIST SELECTION PROCESS

The list of qualified artists will be presented to the Geneva Powerhouse Project Selection Panel consisting of a representative of the Client Agency (the Recreation and Parks Department), a member of the design team (Aidlin Darling Design), two arts professionals, an Arts Commissioner, and one community member (a member of the Board of Directors of the Friends of Geneva Car Barn and Powerhouse). 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 \$1,000 for the development of a proposal.

The Geneva Powerhouse Public Art Project 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 Art Commission.

COMMUNITY INVOLVEMENT

- A community representative will serve on the Powerhouse Public Art Project Selection Panel and will participate in the Artist Orientation
- The finalists proposals will be on display for public comment at the Ingleside Public Library 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)

Project Outline Approval (VAC)	October 18 2017
First Project Artist Selection Panel	November 2017
Artist Finalist Orientation	November/December 2017
Finalist Proposals Due	January 2017
Final Project Artist Selection Panel	January/February, 2018
VAC Approval	February 21, 2017
Arts Commission Approval	March 5, 2018
Artist Under Contract	March 2018

FURTHER INFORMATION

Contact Zoe Taleporos, Public Art Project Manager at (415) 252-2243 or by email at zoe.taleporos@sfgov.org.