

Explanatory Document: August 19, 2020 VAC  
Minna – Natoma Art Corridor Project Plan

As part of its effort to improve the pedestrian corridor between Transbay and the Yerba Buena district, the Planning Department has voluntarily allocated funding to be paid to artists to participate in the design process of the streetscape. Guidelines will be provided to the selected artist by the Public Works design team so that they may develop a design that can be incorporated into the project's construction documents, publicly bid and built and easily maintained. In addition to City Planning, the other partners in the project include Public Works, the Arts Commission and SFMOMA. It is an exemplary public/private partnership. The roles of each agency are described in the Commitment to Collaborate which has been signed by the directors of each agency and is included as an attachment. The vision for the project is to: Transform Minna and Natoma Streets into a unique pedestrian destination by integrating a variety of artists' designs into the streetscape in concert with a series of stand-alone artistic interventions on adjacent public and private properties.

This project was assigned to me by former Arts Commission Director Tom Decaigny as a special initiative because the art enrichment is not mandated. I composed the Curatorial Framework for the project in collaboration with SFMOMA Curator Joseph Becker. This has been presented to the greater Yerba Buena community in late June and was enthusiastically received. Please see the attached document for further information about the project's objectives and the processes to be utilized.

Artists will be recruited through a publicly announced RFQ, consistent with the process used by the Public Art Program. Candidates will be pre-screened by SFAC and SFMOMA before presenting them to a selection panel which will include representation from the other cultural organizations in the vicinity of the project. The primary selection criteria is listed as follows:

- Artistic Excellence
- Resonance of the artist's artwork and its aesthetic with the specific nature of the project and the context of the site
- Diversity, racial equity and inclusion of local artists.

The Planning Department may also be willing to voluntarily allocate art enrichment to be used for temporary artist works such as murals and light projected artworks.

All art projects paid for with project funds will be brought to the Arts Commission for approval.