

sfac san francisco arts commission

POTRERO GATEWAY PARK PUBLIC ART PROJECT OUTLINE



Current site condition



Upcoming capital improvements on Vermont Street (design in progress)



Upcoming capital improvements on San Bruno Avenue (design in progress)

BACKGROUND (CAPITAL IMPROVEMENT PROJECT OVERVIEW)

In 2004, members of the Mariposa-Utah Street Neighborhood Association (MUNA), met to address a poorly maintained Caltrans property bordering the 101 freeway on 17th Street between Vermont Street and San Bruno Avenue. This area, comprised of Caltrans right-of-way property, presents a myriad of urban problems such as encampments, crime, debris dumping, and more. A major thoroughfare to the Potrero Hill neighborhood, MUNA deemed this area the Potrero Gateway Park (PGP). In 2015, MUNA formed the Potrero Gateway Steering Committee (PGSC), which worked extensively to plan and fundraise resources to improve the Potrero Gateway. PGSC subsequently received substantial funding and support from multiple public agencies and the surrounding neighborhoods to address the identified problems in the Potrero Gateway public space.

The PGP project has found support from neighborhood organizations like the Potrero Boosters, City services like the Public Works Department and development projects like Trumark, Spear Street Capital, Walden Development and the San Francisco Design Center. Work already has started on the PGP Project with the creation of an Eco-Patch, where neighborhood volunteers collaborate with the Yerba Buena Native Plant Society as well as the Dogpatch and NW Potrero Hill Green Benefit Districts (GBD). MUNA and the GBD will provide maintenance for the PGP project, including the public artwork.

ROLE OF SFAC:

The Department of Public Works is managing the site improvements on either side of the underpass, which include landscaping and retaining walls. The Arts Commission will enter into a Memorandum of Understanding with DPW for work relative to the art component of the project.

ART OPPORTUNITIES

Opportunities for artwork at this site include:

- Murals on the four 8’ x 8’ concrete blocks at sidewalk level
- Murals and or tile on retaining walls and concrete planters/seaters that will be added to the site
- Ground embedded up-lighting installed along the sloped area may possible if budget and site constraints allow.

Artwork at this location is on Caltrans property and, therefore, is subject to Caltrans requirements. Ownership of the artwork will be transferred to Caltrans upon final acceptance and will not be accessioned or maintained by the Civic Art Collection. Note: Caltrans has a number of restrictions on what can be done on the site. For instance, the overpass structure itself cannot be touched. With the exception of lighting, the slope will not be considered an art opportunity.

PROJECT GOALS

- Art that transforms the 17th Street area from one currently of blight to be avoided, into an engaging, beautiful and compelling public environment and thoroughfare
- Art that connects to the larger Potrero Gateway Project
- Art that enhances wayfinding, and enriches the experience of traveling through the area
- If possible, art that has both a day and night presence

AE and ARTWORK BUDGET

Project Management	\$70,000
Conservation Reserve	\$20,000
Internal Contingency	\$28,000
Artist Selection/Field Expenses	\$11,000
Photography/Signage	\$4,000
Artwork design, fabrication, transportation and installation	\$217,000
TOTAL:	\$350,000

ARTIST RECRUITMENT APPROACH AND ELIGIBILITY

Arts Commission staff will issue an RFQ for this artwork opportunity. Artist from the Prequalified Artist Pool may also be considered.

Eligibility is open to professional, practicing artists who reside in the United States.

ARTIST SELECTION PROCESS

Artist Qualification Panel: The applications will be reviewed by an Artist Qualification Panel consisting of a representative from Arts Commission staff, an arts professional, and three members of the PGSC to identify a list of qualified artists to be considered for the project opportunity.

Artist Review Panel: This list of qualified artists will be presented to an Artist Review Panel consisting of an Arts Commissioner, three members of the PGSC, two arts professionals, and a member of the DPW design team. After considering the artists' qualifications, the Artist Review Panel will identify finalists for recommendation to the Arts Commission for approval. The finalists will be invited to develop conceptual proposals after attending an orientation session with the project team and key stakeholders. Each finalist will be paid an honorarium of \$2,500 for development of a conceptual design proposal, plus the reimbursement of reasonable travel expenses, approved by the Arts Commission prior to travel arrangements being made for the orientation and panel interview.

The proposals shall be displayed on SFAC's webpage for written public comment prior to the final review panel meeting.

The Artist Review Panel will reconvene to consider the finalists' concepts in an interview format along with any community input and will select one artist and an alternate for recommendation to the Arts Commission.

Arts Commission Approval: The Artist Review Panel's recommendation will be submitted first to the Visual Arts Committee, a subcommittee of the Arts Commission and then to the full Arts Commission for approval.

ARTIST SELECTION CONSIDERATIONS

The scoring criteria is informed by the agency's values and goals, as referenced in SFAC's Racial Equity Statement and the goals specific to this project.

SFAC Racial Equity Statement

The San Francisco Arts Commission is committed to creating a city where all artists and cultural workers have the freedom, resources and platform to share their stories, art and culture and where race does not predetermine one's success in life. We also acknowledge that we occupy traditional and unceded Ohlone land. Fueled by these beliefs, we commit to addressing the systemic inequities within our agency, the City and County of San Francisco and the broader arts and culture sector. This work requires that we focus on race as we confront inequities of the past, reveal inequities of the present and develop effective strategies to move all of us towards an equitable future.

Scoring Criteria:

Artistic Merit: Artistic merit may be judged by such measures as originality of concept and artistic vision; the degree to which the work engages the viewer emotionally, intellectually, spiritually; the quality of craftsmanship or mastery of skills and techniques. Artistic merit may also be accredited to artwork that reflects a significant or direct relationship between artist and distinct racial or cultural communities.

Relevant Skills & Experience: The panel shall consider the assessed ability of an artist to successfully implement the project, such as the ability to work constructively with other project stakeholders, meet deadlines, willingness to resolve issues as they arise, and generally manage the demands of the project. Cultural competency and/or significant connection between the artist and the project constituency, or experience that may particularly qualify an artist to meet project goals may also be considered.

Meets Project Goals: Proposal that meets the specific goals of the project.

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Appropriate to Site: The proposal is appropriate for its intended display location in terms of scale, media, design or imagery and is judged relevant within the context of the surrounding community and is appropriate for the mission and operations of the client department.

Feasibility and maintainability: The proposal is judged to be feasible within the budget and current Caltrans requirements, and maintainable within the means of MUNA and the GBD.

COMMUNITY INVOLVEMENT

- SFAC staff will present an overview of the public art project in conjunction with the CIP presentation to the PGSC.
- Three PGSC representatives will serve on the Potrero Gateway Artist Qualification and Review Panels and will participate in the Artist Orientation
- The finalist's proposals will be on display for public comment on the SFAC website for two weeks prior to the final review panel meeting
- All review panels, Visual Arts Committee (VAC) and Commission meetings are open to the public.

TIMELINE (Subject to change)

Project Outline Approval (VAC)	November 18, 2020
RFQ Issued	November 30, 2020
RFQ Deadline	January 11, 2021
Qualification Panel	Mid- January 2021
First Project Artist Review Panel	Late January 2021
Artist Finalist Orientation	Early February 2021
Finalist Proposals Due	Late March 2021
Two Week Public Display of Proposals	Late March/Early April 2021
Final Project Artist Review Panel	Early/Mid-April 2021
VAC Approval	April 21, 2021

Arts Commission Approval
Artist Under Contract

May 3, 2021
June 2021

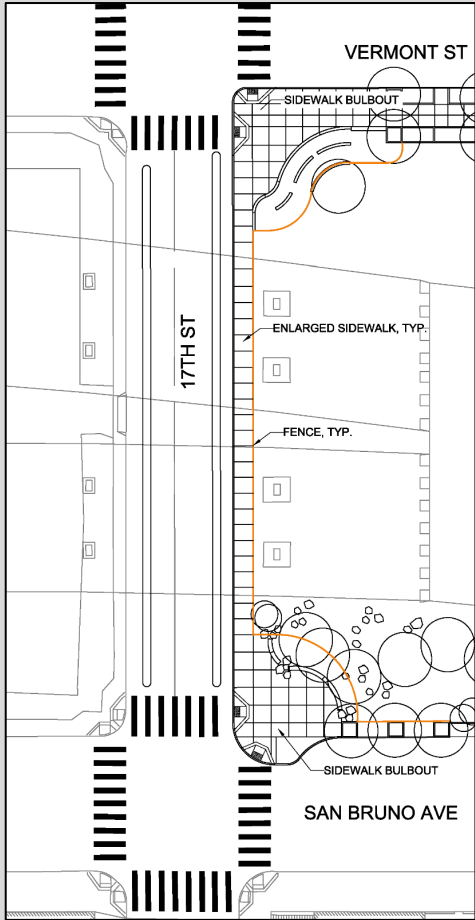
FURTHER INFORMATION

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

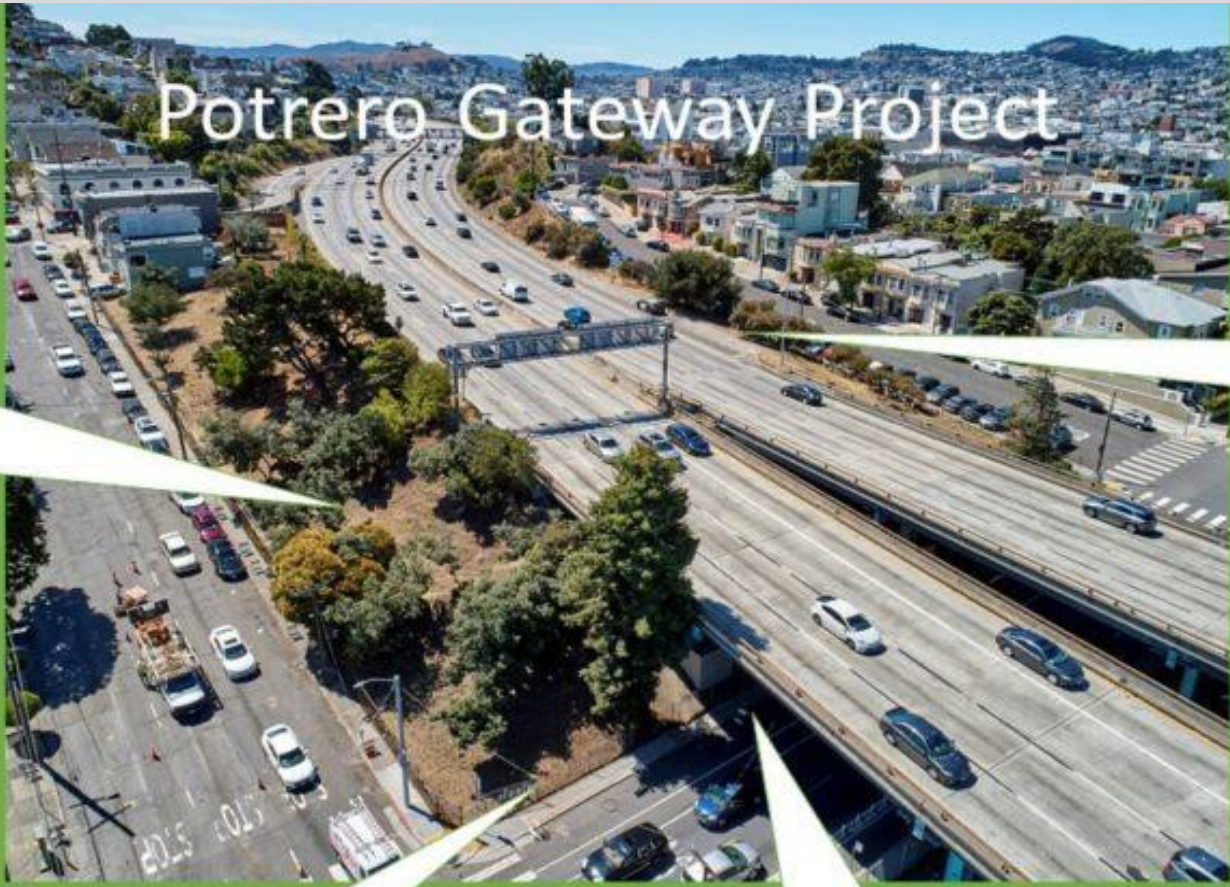
Potrero Gateway Public Art Project



Art Location – 17th Between Vermont and San Bruno



Potrero Gateway Project



Vermont Street

- Eco-Patch Test Garden
- Demonstration Garden
- Open Space extension
- Traffic Calming
- Two lanes on Vermont

San Bruno Avenue

- Shield from freeway
- Beautify Open Space
- Bulbouts for safety

17th Street

- Protected Bike lane
- Expand sidewalk

17th Street

- SFAC partner
- Art Under the Bridge



Site Restrictions + Challenges

- No painting on bridge elements
- No attachment to bridge elements
- Slope is currently soil and needs stabilization
- Limited existing power source
- Maintenance

Art Opportunities – What we *can* do



- Murals
- Tile
- Possibly lighting on slope



