



Public Art Program Overview



WHAT IS PUBLIC ART?

ART ENRICHMENT ORDINANCE

- passed by voters in 1969
- 2% of eligible construction costs
- acquisition and installation of **original works of art** on City property for **aesthetic and cultural enhancement of public buildings and public spaces and engagement of the public with the creative work of artists**, as approved by the Arts Commission.



ROLE OF PUBLIC ART

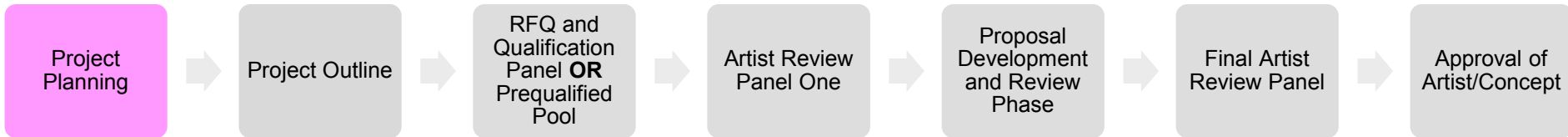


- Human connection in civic space
- Gives meaning to space by creating an emotional, intellectual, or spiritual connection with the viewer.
- Unique sense of identity and place

Public art is NOT...

- Source of funds for architecture
- A band-aid for bad design or other bad decision making
- A children's project
- Just decoration or vegetation

PROJECT INITIATION



Completion of AE form and initial meeting with Public Art Director to determine use of funds – typically initiated by CDR review.

Public Art Director, Program Manager, and Project Manager (if one has been identified) will meet with client and design team to review and discuss artwork opportunities, project goals, and community outreach.

Community Outreach:

- Consider reaching out to SFAC prior to CDR review
- Input most effective when incorporated with Client's outreach efforts
- SFAC PM to provide information about public art program and get input from community on goals and opportunities during meetings, let them know how they can be involved.

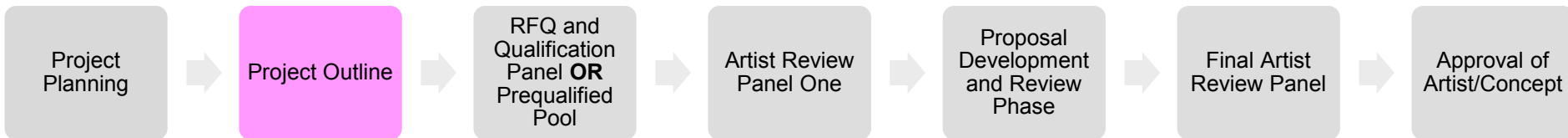
ARTWORK OPPORTUNITY



- Visibility and accessibility
- Integrated with architecture
- Durability and maintenance
- Artists who can create work for the opportunity



PROJECT OUTLINE



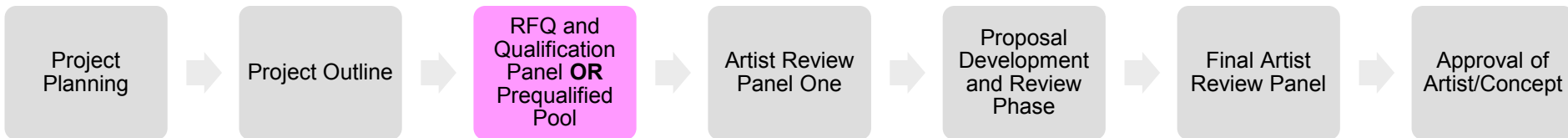
Project Outline:

2 page document that provides project background, artwork goals, artwork opportunity, artwork budget, selection process and scoring criteria, and estimated timeline

Project Outline Review and Approval:

1. SFAC PM to review with Client
2. SFAC PM to present to Visual Arts Committee for approval
3. VAC recommendation to Full Commission for approval

RFQ/QUALIFICATION PANEL



RFQ drafted based on Project Outline:

- RFQ reviewed by Client as needed
- Outreach for RFQ
- Typically posted for 4 – 6 weeks; online application system

Qualification Panel:

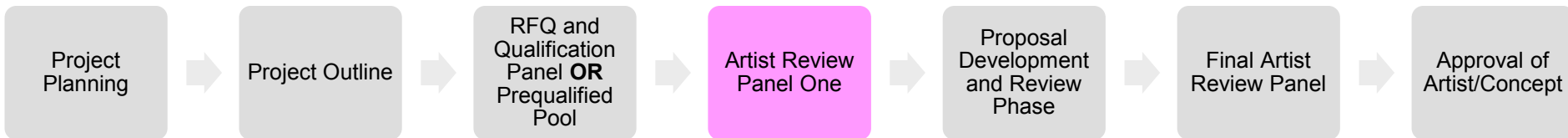
- One SFAC staff, two panelists from outside SFAC
- Scoring criteria: artistic merit, relevant experience, and appropriate to project goals
- Goal: Develop shortlist of artists to present to Review Panel
- Meeting agenda posted online and open to public.

REVIEW PANEL COMPOSITION

- Client Representative(s): Authorized to make decisions on behalf of agency with respect to artist selection
- Arts Commissioner
- Arts Professionals
- Community Representative(s)
- Sometimes, representative of Design Team

Review Panel participates in two 4-hour panel meetings and one 1.5 hour panel orientation with artist finalists.

ARTIST REVIEW PANEL ONE



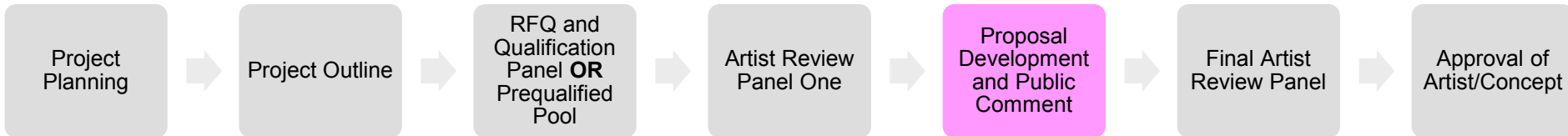
Purpose: To review short-list and recommend 3 – 4 artist finalists to develop site-specific proposals.

Sample Agenda:

- Orientation – review project goals, artwork opportunities and process
- SFAC PM to present qualifications of artists on shortlist
- Round 1 Scoring - Artists who receive competitive scores move onto Round 2
- Panelists discuss artists in Round 2, then score again
- Artists with highest scores (typically 3 finalists) to be recommended to VAC and FC for approval

Review and Approval of Artist Finalist: Visual Arts Committee and Full Commission; Other Commissions as needed

PROPOSAL & DISPLAY



Artist finalists sign MOU with SFAC for Conceptual Design

- MOU includes proposal requirements, submittals, timeline and proposal fee amount.

Artist finalist orientation meeting

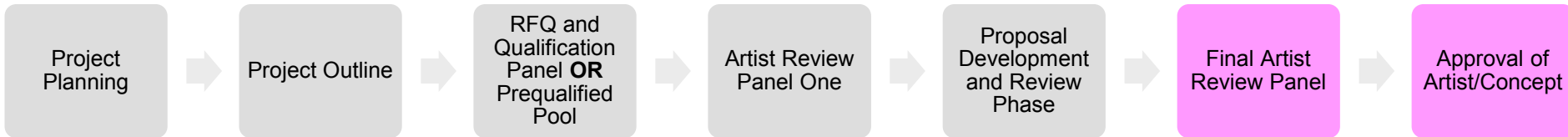
- Typically 1 ½ hour meeting with client representative, architects, community members and SFAC's Senior Registrar to provide finalists with more information about the site, the project, the community, and durability of materials

SFAC provides guidance and feedback during proposal development.

Proposals posted for public comment for two weeks:

- Outreach for public comment
- Public comment does not constitute a vote; form asks for feedback on strengths and weaknesses of each proposal

FINAL ARTIST REVIEW PANEL



Purpose: To recommend one artist/proposal to move forward with project.

Sample Agenda:

- Artist presentation and Q&A with panelists.
- Summary of public comment and maintenance report, if provided
- Public comment
- Discussion and scoring of artist/proposal
 - Artistic merit, appropriate to project goals, summary of public comments, feasibility, maintenance

Review and Approval of Artist Finalist: Visual Arts Committee and Full Commission

SCHEDULE CONSIDERATIONS

Project Outline to Selection of Artist/Conceptual Design takes approx. 6 – 8 months.

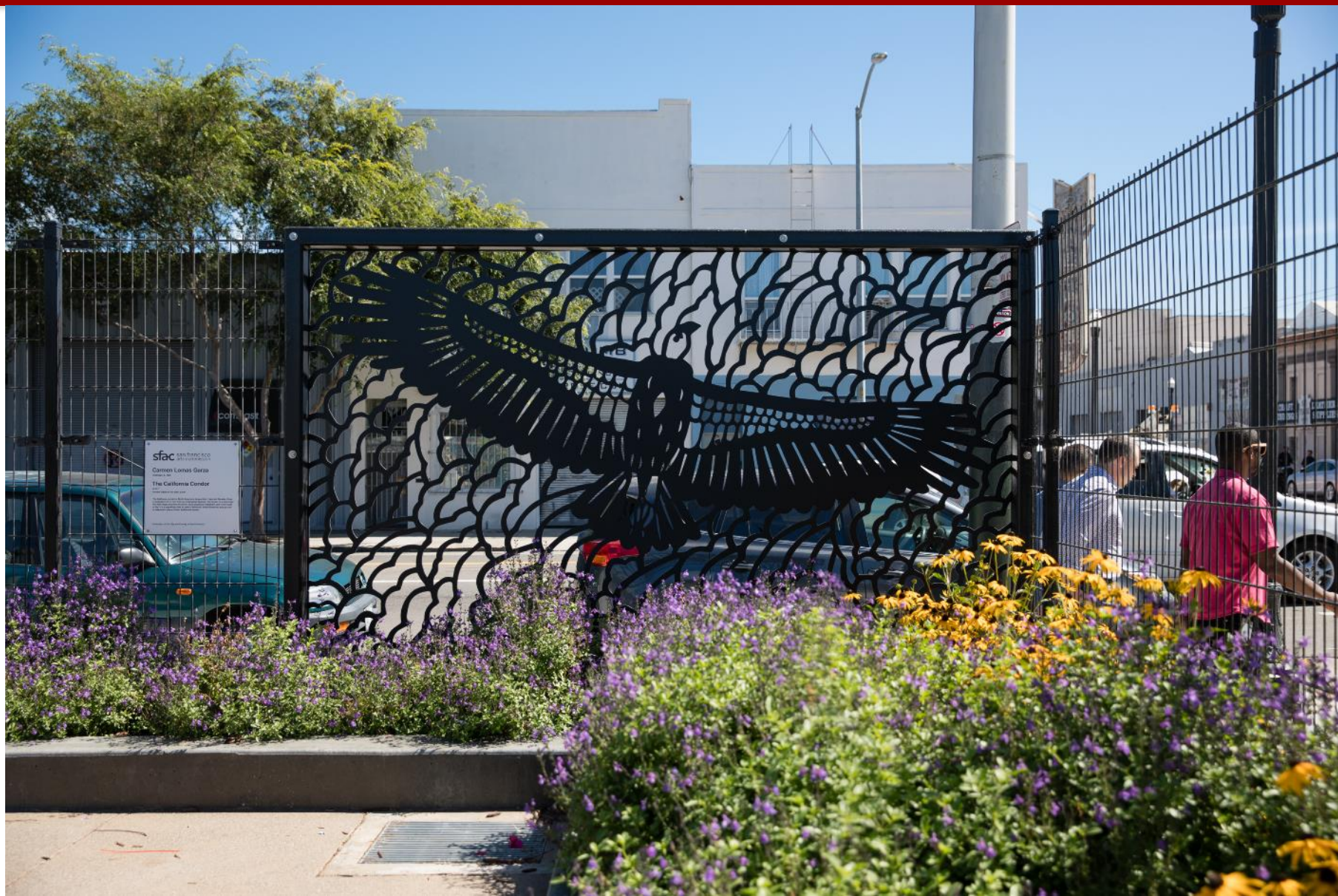
Engage SFAC early to get feedback from community on artwork at the site.

Artist/concept selected so that artwork design/infrastructure can be incorporated into final design that goes out to bid.

- SFAC to include artwork coordination specifications to include in bid package

*Each project is unique; processes subject to change.

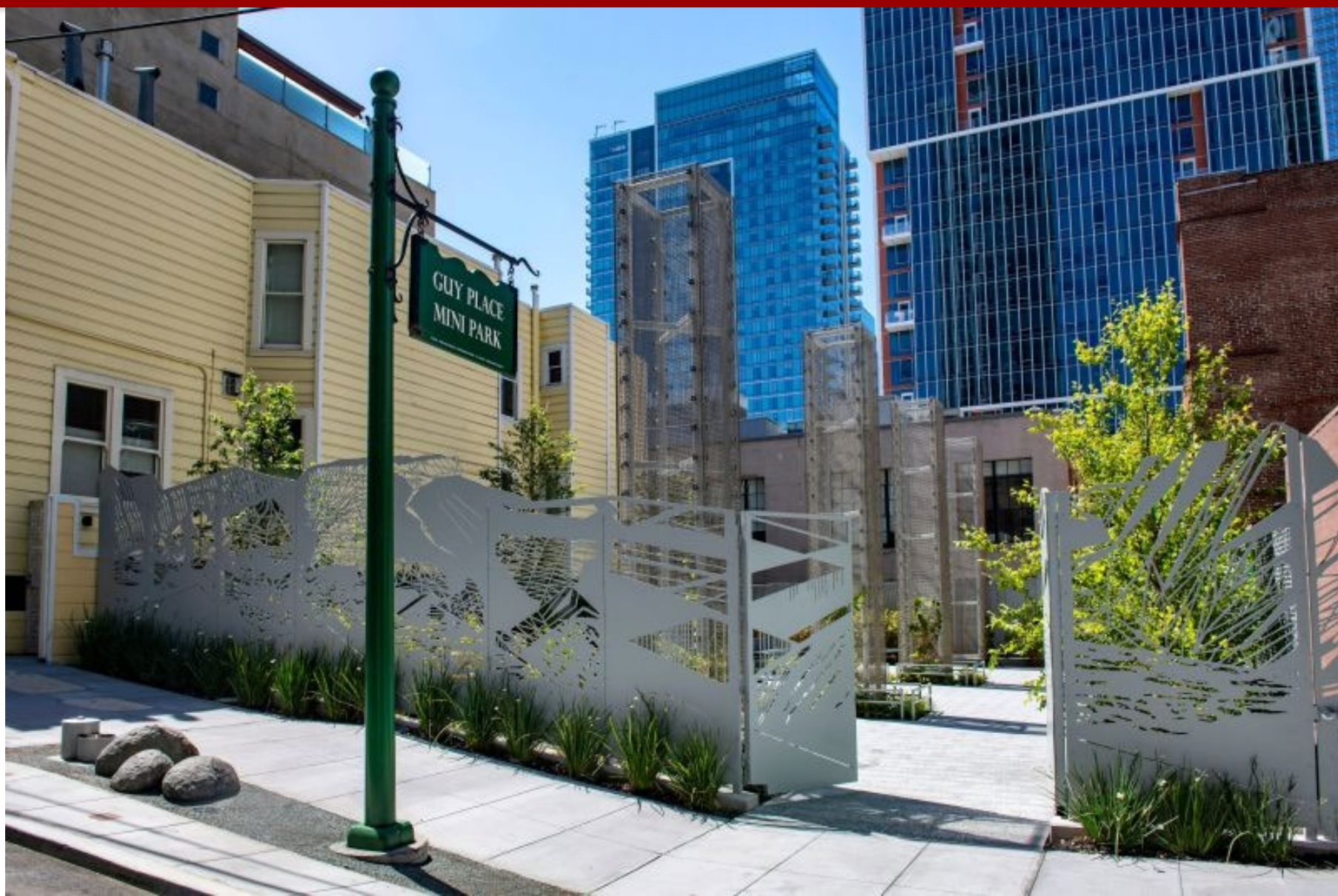
IN CHAN KAAJAL PARK



MISSION PLAYGROUND



GUY PLACE



SAVA POOL



NORTH BEACH



BALBOA POOL



PALEGA RECREATION CENTER



CHINESE RECREATION CENTER



MINNIE AND LOVIE WARD



GLEN CANYON



PORT OF SAN FRANCISCO
STRATEGIC CENTER
OF
WORLD TRADE

After World War II the
immigrant waves changed to appeal
to new waves of immigrants.
Earlier used to be China, Asians used
Japan, and Peru used to be India...

San Francisco resident

The highest part of the park looks out over a neighborhood of immigrants



RANDALL MUSEUM



RANDALL MUSEUM



CONTACT



Schedule a meeting with
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