

**TEMPORARY PUBLIC ART PROPOSAL INFORMATION FORM**

Lead Artist: Meryl Pataky

Mailing Address: 1422 E 21st Street.

City: Oakland      State: CA      Zip: 94606      Phone #: 561-901-1982

Email: meryl@merylpataky.com

Project Coordinator: Robbie Silver, Director of Marketing & Public Realm

Mailing Address: 323 Geary Street, Suite 203

City: San Francisco      State: CA      Zip: 94102

Phone#: 415-781-7880

Email: robbie@unionsquarebid.com

Sponsoring Organization: Union Square Business Improvement District

Contact Person: Robbie Silver

Street Address ALL SAME AS ABOVE

---

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Fax # ( ) \_\_\_\_\_

E-mail \_\_\_\_\_

Funding Source(s): Community Challenge Grant, Union Square BID

Proposed Site of Temporary Public Art Project (Address/Cross Streets)

Back of 240 Post St, San Francisco, CA 94108 on Campton Place

Title of Temporary Public Art Project: Campton Place Neon Light Art Project

Approximate Dimensions of Artwork: TBD, need to hire a surveyor or other alternative as exterior of back of the building does not have measurements on file. Duration of Project (Install and Deinstall Dates) approx. late spring/early summer 2020. Note, this is a permanent installation on a private building. CCG funds will be spent within the first year.

Supervisor's District where proposed art project will be installed #3

Note: CCG needs approval of concept from SFAC in order to have a contract with the Union Square BID and release awarded funds. This project is going on a private building but using City funds for the first year (artist fee, fabrication, installation). SFAC only needs to approve for project's first year. This is a permanent installation.

District numbers can be found at

<http://gispubweb.sfgov.org/website/nuviewer/monsmap.asp>

**Attach your proposal to the completed Temporary Public Art Proposal Information Form. Please include the following:**

- Letter of approval from property owner
- Description of the relationship of the artwork to the neighborhood and surrounding architecture or property.
- Color depiction of the proposed project.
- Image of proposed site.
- List of proposed materials.
- A budget, including the funding source for the project.
- Timeline, including dates of installation and removal.
- Resumes of all artists involved.
- Three letters of community support.

**Incomplete proposals will not be reviewed by the Arts Commission.**

# MERYL PATAKY

## Neon and Mixed Media

### Artist Bio

---

Originally from South Florida, Pataky moved to San Francisco in 2002 to attend the Academy of Art University. She fell in love with the tactile nature of sculpture and graduated with a Bachelor of Fine Arts in Sculpture. An artist of many disciplines and mediums, Meryl focuses on the relationship between her own hands and material. Informing her material selection is a meditation on the elements of the periodic table from noble gases to metals and organics. She is aware of the history of her elements from their origins in the universe to their applications in culture and myth. The artist derives deeper meanings from these histories to add layers to her concepts. Both a personal and process driven narrative drive the work further forward.

Meryl is currently working on exhibitions in Oakland, California as well as curating the all-female, all neon exhibition entitled, "She Bends". The exhibition features female benders from around the world.

### Artist Statement

---

I am drawn to the artifacts of our world; how things are made and what they are made of. As an artist of many disciplines and mediums, I focus on the relationship between my own hands and my materials. My previous work dealt with a meditation on the elemental composition of my materials. I study the history of elements from their physical construction in the universe to their applications in culture and myth and finally their experience in my hands. Both a personal and process driven narrative drove the work further forward.

My work has evolved over the years into a focus on \*materialism; accessing cognitive and emotional effects of an individual's personal relationship with a material and/or process. I explore how this relationship transforms both the individual and the material as I render more abstract expressions. I enjoy representing the unseen and sometimes mundane processes of sculpture in an attempt to highlight or prove the importance of those processes as equal to the importance of the final work both conceptually and aesthetically.

Most recently, my work has become self-aware. It is aware of its fragility, anxiety producing nature. It is aware of its place among the swaths of neon artworks in the art world today. It decides to be more dystopian and atypical. It is anti-neon art.

# MERYL PATAKY

1340 Bryant Street // San Francisco CA 94110 // 561.901.1982  
[www.merylpataky.com](http://www.merylpataky.com) // meryl@merylpataky.com

## EDUCATION

2010 Bachelor of Fine Art, Sculpture // Academy of Art University // San Francisco

## SOLO EXHIBITIONS

2017 "Untitled" // Limited Edition Residency // John McNeil Studio // Berkeley  
2016 "Colorways" // Stephanie Chefas Projects // Portland  
2014 "The Golden Hour" // White Walls and Shooting Gallery // San Francisco  
2013 "Cellar Door" // White Walls and Shooting Gallery // San Francisco  
2012 "Future Sailor" // LeBasse Projects // Los Angeles  
2010 "Metaphysics" // a.Muse Gallery // San Francisco

## SELECTED GROUP EXHIBITIONS

2017 "Tondo" // Spoke Gallery // San Francisco  
Anniversary Exhibition // Athen B Gallery // Oakland  
"Neon Love" // Stephanie Chefas Projects // Portland  
2016 "Illuminations" // Museum of Neon Art // Los Angeles  
"Selfie" // Stephanie Chefas Projects // Portland  
"Lit" // Cornell Museum // Delray, Florida  
2015 "Almost Human" // Converge Gallery // Williamsburg, Pennsylvania  
"Fresh Brew" // Stephanie Chefas Projects // Portland  
"4%ers" // FFDG // San Francisco  
"Supersonic Invitational" // Spoke Art // San Francisco  
2014 "Language Art" // Cornell Museum // Delray, Florida  
Context Miami Fair // Art Basel // Miami  
Anniversary Exhibition // White Walls and Shooting Gallery // San Francisco  
"Landmark" // L'Art Projects // Los Angeles  
"Reflection|Refraction" // Front Room Gallery // Brooklyn  
Anniversary Exhibition // Evergold Gallery // San Francisco  
2013 "New Neon" // Bedford Gallery // Walnut Creek, California  
"Character Profile" // Root Division // San Francisco  
"Word Play" // Design Matters Gallery // Los Angeles  
2012 "In Other Words" // Intersection for the Arts // San Francisco  
"The Art of Tarot" // Modern Eden // San Francisco  
2011 Pulse Fair // LeBasse Projects // Los Angeles  
ArtMRKT Fair // LeBasse Projects // San Francisco  
"Letter Collectors" // Gallery Hijinks // San Francisco  
2010 "BOOM" Annual Juried // Southern Exposure San Francisco  
"Paper Cuts" Terminal 22 // Oakland, CA  
"Above The Plane" // Design Within Reach // San Francisco

## SELECTED PRESS

- 2016 “Neon Artist Meryl Pataky Fights Physics To Bend Light” // *San Francisco Magazine*  
“Meryl Pataky’s Colorways @ Stephanie Chefas Projects” // *Juxtapoz Magazine*
- 2015 Online Feature // *7x7 Magazine*  
Back Page Feature // *7x7 Magazine*
- 2014 “Neon Universe” // *Academy of Art University Newspaper*  
“The Best Art Exhibitions to See This August” // *Complex*  
Meryl Pataky “The Golden Hour” // *ArrestedMotion.com*
- 2013 “Scientific Sculpture with Meryl Pataky” // *KQED Public Media Northern California*  
“Neon Prints and Signs” // *Daily Candy*  
“Meryl Pataky’s Neon and Nature” // *Beautifuldecay.com*  
“Interview: Artist Meryl Pataky” // *SFist.com*
- 2012 “Rising Artists of SF” // *Refinery29.com*
- 2010 “Meryl Pataky at a.Muse Gallery” // *San Francisco Chronicle*  
“Interview: Artist Meryl Pataky” // *SFist.com*  
“Bzzzzz” // *SF Weekly*

## SELECTED COMMISSIONS AND PROFESSIONAL

- 2017 San Francisco Arts Commission // Prequalified Artist // Public Art Program
- 2016 Smashbox Cosmetics // Holiday ‘16 Artist Collaboration  
Smashbox Cosmetics // Limited Edition Neon Release // U.K  
Virgin Hotel // Chicago  
Albion Social Club // San Francisco  
Temescal Brewery // Oakland
- 2015 Perrier // Living Wall Neon // Multiple Cities  
John Collins Bar // SF  
AirBnB // San Francisco
- 2014 Perrier // Art Basel // Miami
- 2013 AMC (The Walking Dead) // Los Angeles



Meryl Pataky Sample Artwork



Forest Installation



The Assembly 2



Art Basel for Perrier





UNION SQUARE  
BUSINESS IMPROVEMENT  
DISTRICT

## Campton Place Light Art Project Work Plan Form

### Submitted to Community Challenge Grants:

| List ALL activities necessary to complete the project   | In chronological order, list the start date for each activity | In chronological order, list the end date for each activity   | List the position that will lead the activity and their role in that process | List the cost of each activity. This should correlate to items in the Budget Form |
|---|---|---|--|---|
| <b>ACTIVITY</b>   | <b>START DATE</b>   | <b>END DATE</b>   | <b>LEAD POSITION</b>   | <b>COST</b>   |
| <b>COMMUNITY OUTREACH &amp; PROJECT PLANNING/RESEARCH</b>   |   |   |  |   |
| <b>Task 1.</b> Meet with artist to discuss project planning, timeline, concept, and community outreach process  | Month 1   | Month 1<br>✓ Met with artist on April 15, 2019  | Director of Marketing & Public Realm<br>- Convene meeting                    |   |
| <b>Task 2.</b> Research and finalize updated contact information for property owners and managers, businesses, and City representatives. Outreach for June 5, 2019 community meeting. | Month 3   | Month 3<br>✓ Contact information for nearby stakeholders was gathered and updated in internal systems | Project Coordinator<br>- Research, follow-ups, and meeting invite            |   |

|   |                |  |   |  |
|---|----------------|--|---|--|
| <p><b>Task 3.</b> Hold community meetings to provide a Campton Place Activation update to nearby stakeholders and receive feedback on direction.</p>              | <p>Month 1</p> | <p>Month 5</p> <ul style="list-style-type: none"> <li>✓ First stakeholder meeting completed June 5, 2019</li> </ul>  | <p>Director of Marketing &amp; Public Realm</p> <ul style="list-style-type: none"> <li>- Project management and oversight</li> </ul> <p>Project Coordinator</p> <ul style="list-style-type: none"> <li>- Liaison to stakeholders and outreach lead</li> </ul> |  |
| <p><b>Task 4.</b> Union Square BID bi-monthly Streetscapes &amp; Public Realm Committee</p>   | <p>Month 1</p> | <p>Month 7</p> <ul style="list-style-type: none"> <li>✓ Streetscapes Committee held in and April and June</li> <li>○ Upcoming meetings held in August and October</li> </ul> | <p>Director of Marketing &amp; Public Realm</p> <ul style="list-style-type: none"> <li>- Convene meeting, liaison to stakeholders</li> </ul>  |  |
| <p><b>Task 5.</b> Show 2-3 concepts to committee members and select one concept to move forward with.</p>   | <p>Month 5</p> | <p>Month 5</p> <ul style="list-style-type: none"> <li>○ Meeting to be held in August</li> </ul>  | <p>Director of Marketing &amp; Public Realm</p> <ul style="list-style-type: none"> <li>- Convene meeting</li> </ul> <p>Artist</p> <ul style="list-style-type: none"> <li>- Design and present concepts for stakeholder input</li> </ul>                       |  |
| <p><b>Task 6.</b> Conduct one-on-one meetings with stakeholders on installation logistics, secure sponsorships for launch event and future alley activations.</p> | <p>Month 5</p> | <p>Month 6</p>   | <p>Director of Marketing &amp; Public Realm</p> <ul style="list-style-type: none"> <li>- Conduct meetings, solicit sponsorships, and plan launch event/unveiling</li> </ul>   |  |

|   |         |  |   |  |
|---|---------|--|---|--|
| <b>PROJECT DESIGN</b>   |         |  |   |  |
| <b>Task 1.</b> Work with artist on all aspects of the design, fabrication, and installation of light art piece, including interpretive signage. | Month 1 | Month 10   | Director of Marketing & Public Realm<br><ul style="list-style-type: none"> <li>- Project management and oversight. Liaison with City for permits</li> </ul>   |  |
| <b>PROJECT PERMITTING</b>   |         |  |   |  |
| <b>Task 1.</b> Submit revised project work plan, timeline and budget to CCG, Receive grant contract from CCG                                    | Month 3 | Month 4  | Director of Marketing & Public Realm<br><ul style="list-style-type: none"> <li>- Project management</li> </ul> Deputy Director<br><ul style="list-style-type: none"> <li>- Oversight on budget and grant obligations</li> </ul> |  |
| <b>Task 2.</b> Contract with artist   | Month 3 | Month 4  | Director of Marketing & Public Realm<br><ul style="list-style-type: none"> <li>- Project management</li> </ul> Deputy Director<br><ul style="list-style-type: none"> <li>- Oversight on budget and contract</li> </ul>          |  |
| <b>Task 3.</b> Determine Arts Commission Process  | Month 3 | Month 3<br><ul style="list-style-type: none"> <li>✓ Spoke with City staff and determined process per task 5</li> </ul> | Director of Marketing & Public Realm<br><ul style="list-style-type: none"> <li>✓ Spoke with Arts Commission for support and guidance</li> </ul>   |  |
| <b>Task 4.</b> Develop Arts Commission package to include letters of community support, fabrication and maintenance plan, and concept           | Month 4 | Month 5  |   |  |

|   |   |   |   |  |
|---|---|---|---|--|
| <b>Task 5.</b> Present to the Arts Commission Visual Arts Committee & Full Commission | Month 5 <ul style="list-style-type: none"> <li>Visual Arts Committee 8/21 at 2 pm</li> </ul>  | Month 6 <ul style="list-style-type: none"> <li>Full Commission 9/9 at 2 pm</li> </ul>   | Director of Marketing & Public Realm <ul style="list-style-type: none"> <li>Schedule with Arts Commission and present with artist</li> </ul>                              |  |
| <b>Task 7.</b> Pull DPW Minor Encroachment Permit                                     | Month 6   | Month 6   | Director of Marketing & Public Realm <ul style="list-style-type: none"> <li>Submit documentation as per artist fabrication plan</li> </ul>                                |  |
| <b>PROJECT IMPLEMENTATION &amp; DESIGN</b>  |   |   |   |  |
| <b>Task 1.</b> Primary grant expenditures   | Month 4 <ul style="list-style-type: none"> <li>Artist design fee</li> <li>Deposits</li> </ul> | Month 10 <ul style="list-style-type: none"> <li>Fabrication</li> <li>Installation</li> <li>Hardware &amp; Transportation</li> <li>Interpretive signs</li> </ul> | Director of Marketing & Public Realm <ul style="list-style-type: none"> <li>Project management &amp; budgetary control</li> </ul>   |  |
| <b>MARKETING &amp; LAUNCH</b>   |   |   |   |  |
| <b>Task 1.</b> Promote via Union Square BID & Foundation websites and social media    | Month 10  | Month 10 <ul style="list-style-type: none"> <li>Per fabrication and installation timeline</li> </ul>  | Director of Marketing & Public Realm  |  |
| <b>Task 2.</b> Launch/unveiling event   | Month 10  | Month 10  | Director of Marketing & Public Realm <ul style="list-style-type: none"> <li>Unveiling to artist with stakeholders, elected officials, CCG, and Arts Commission</li> </ul> |  |









UNION SQUARE  
BUSINESS IMPROVEMENT  
DISTRICT

### Campton Place Light Art Concepts (Community Challenge Grant)



\*Actual color variations subject to result of noble gas mixture



## Union Square Business Improvement District (USBID)

### Community Challenge Grant Application

#### Campton Place Light Art Project

---

## Campton Place Light Art Project

### PROJECT SUMMARY

The Union Square Business Improvement District (USBID) proposes activating Campton Place, a little known but important alley in Union Square, with a low-cost, light art installation as simple, effective “tactical urbanism” intervention to support bringing more pedestrian activity to the alley, thereby, create a safer, cleaner, and more welcoming experience for visitors, workers, and residents.

**This Community Challenge Grant (CCG) application is for a \$36,079** request to assist in the funding for the design and installation costs of a neon-light art element. This element is approximately 5 feet by 15 feet proposed for the backside of a private commercial property on Campton Place (located parallel to Sutter Street between Stockton and Grant Streets).

The CCG grant request would leverage a \$40,000 grant awarded to the USBID in 2016 by the San Francisco Planning Department’s Groundplay initiative to fund a larger placemaking initiative led by the USBID called the Campton Place Activation Project. That project proposes to close Campton Place to vehicles during select days and times of the week and activate the alley with moveable tables and chairs, whimsical art, street paint, music, and food trucks. The outcome will create a unique, pedestrian-friendly destination open and accessible to everyone.

The USBID’s proposed light art project would be a valuable element of the alley’s activation, particularly during the evening hours, by creating a strong visual element and unique identifier for the alley.

The expected community benefits:

- Attract more pedestrian traffic to one of Union Square’s most underutilized and neglected alleys and transform it into one of the district’s newest destinations.
- Increase the pedestrian foot traffic in Campton Place to serve as an extra set of “eyes and ears” on the street to help mitigate illegal or criminal activity.
- Build community capacity and interest with property owners, businesses, and stakeholders along and adjacent to the alley to inspire those to further activate the alley with temporary events and programming.

## **Union Square Business Improvement District (USBID)**

### **Community Challenge Grant Application**

#### **Campton Place Light Art Project**

---

#### **COMMUNITY NEED**

Cities around the world are investing in transforming dangerous, dark, and underutilized alleys and streets into clean, safe, attractive, and vibrant public spaces through physical improvements, art installations, and year-round programming. Building upon the overwhelming success of the USBID's "Winter Walks SF" on lower Stockton Street, the USBID hopes to create a similar success in a little known but important alley called Campton Place.

Campton Place's proximity to Union Square park, Chinatown's Dragon Gates, the flagship Apple store and plaza, and one of the highest-concentrations of retailers on the West Coast positions the street to become the district's newest destination and serve as a precedent for activating Union Square's network of "back street" alleys. The USBID has identified 14 district alleys in Union Square. With Campton Place serving as the test case, the USBID hopes to transform the alleys into a network of unique, pedestrian-oriented settings that encourage Union Square visitors, workers, and residents to walk though and further explore the district.

According to USBID electronic pedestrian data, Union Square attracted 53 million pedestrians (*see pedestrian data count data in attachments*) in 2017. The majority of this foot traffic occurred along the district's major streets, such as Powell, O'Farrell, Geary and Markets Streets. However, a successful public realm is the creation of multiple paths for pedestrians to experience the public space. Streets are more than a means to get from Point A to Point B. They must also be places to gather and connect with other and experience urban life. Public art, such as murals and light art installations, are important components of activating the public realm and are made even more impactful by tactical urbanism elements like moveable table and chairs, food activation, and whimsical art already proposed by the USBID for Campton Place.

#### **COMMUNITY INVOLVEMENT**

Over the last three years, the USBID has led multiple stakeholders meeting at the individual and group level to support the USBID's plan to turnaround the derelict alley into a safe and clean street by proposing the installation of temporary, low-cost, simple yet effective interventions to make the street a more pedestrian-friendly public space.

The grant request involves hiring a locally-based artist to design, fabricate, and install the light art piece, as well as community involvement, which remained strong as shown through the regular attendance of USBID members and stakeholders at meetings convened by the USBID (such as the USBID Streetscapes and Public Realm Advisory Committee and other frequent one-on-one meetings) and email communications between the USBID and its members with properties and businesses along Campton Place.

## **Union Square Business Improvement District (USBID)**

### **Community Challenge Grant Application**

#### **Campton Place Light Art Project**

---

Of the 12 parcels abutting Campton Place, only one parcel (#0294-012) has an entrance fronting the alley. The property has been vacant for more than 5 years. The owner, who only communicates via phone, expressed his verbal support for activating Campton Place. To date, the following retail tenants and a hotel have given the USBID their verbal support of the project and have agreed to follow up on their support for the project, if necessary. Many businesses fronting Grant Avenue near Campton Place also expressed their support.

- Apple
- Brooks Brothers
- Caldwell Snyder Gallery
- Cartier
- Cole Hann
- Ferragamo
- Grand Hyatt Hotel
- Hops and Hominy
- Kiton
- Marlowe
- Nike
- Shreve Building
- The Taj Campton Hotel
- Vidal Sassoon
- Zara

#### **Campton Place Stakeholder Meetings**

The USBID, in partnership with the landscape architecture firm RHAA and 505 Design, convened several stakeholder meetings in 2015 and 2016 with surrounding property owners, property managers, and store managers with properties and businesses that back up to Campton Place. The purpose was to present to stakeholders case studies of successful “back street” activation efforts in cities such as Melbourne, Seattle, Chicago, and Austin. Stakeholders were then asked for their feedback and ideas on conceptual plans incorporating some activation interventions. Feedback from these meetings were incorporated into a final concept plan submitted to the San Francisco City Planning Department in summer of 2016 as part of its funding application to SF Planning for a \$40,000 grant.

#### **USBID Streetscapes and Public Realm Advisory Committee Meetings**

Community participation on this budget derives primarily from the USBID Streetscapes and Public Realm Advisory Committee, a public body comprised of approximately 20 individuals made up of Union Square property owners, hoteliers, retailers, design firms, and stakeholders from Public Works, the SF Planning Department, SF Travel, and BART who volunteer their time to meet for 1.5 hours every month. Committee members are charged with identifying, developing,

## **Union Square Business Improvement District (USBID)**

### **Community Challenge Grant Application**

#### **Campton Place Light Art Project**

---

and implementing projects that improve Union Square's pedestrian experience and making it more attractive and welcoming. Since 2015, Campton Place has been a standing committee agenda item where members share their concepts and ideas for making the alley cleaner, safer, and more attractive. Committee members were key to vetting possible ideas for the Community Challenge Grant and decided on light art as one of the more impactful projects to make the alley a bit more special.

### **DESIGN AND COMMUNITY IMPACTS**

#### **Project Location and Description:**

The project site is on the backside of a 32,187 square foot, privately-owned building (parcel #0294-008) constructed in 1909. The building address is 228-240 Post Street and houses retailers Brooks Brothers and Salvatore Ferragamo with a service entrance on the Campton Place alley side. The alley services all the properties fronting Post Street between Grant and Stockton Streets, such as FedEx and UPS deliveries, parking for black car service and construction vans.

#### **Community Impacts**

Campton Alley remains a very challenging street for the USBID's Cleaning and Public Safety Ambassadors. Homeless encampments, trash, used needles, feces, illicit activity constitute the majority of quality-of-life issues affecting the alley. Though the USBID, in partnership with the waste management company Recology and Campton Place property owners have made substantial improvements to the alley's cleanliness and safety, it's still perceived as a dangerous, automobile-oriented service alley disconnected from Union Square's network of back streets. While the street will never attain the iconic status of its more famous sister alley, Maiden Lane, it nevertheless serves a purpose of reorienting the alley away from a service alley and into a human-scaled, pedestrian-oriented public space, and a way for pedestrians to navigate and explore some of the district's lesser known parts.

To further maximize the project's impact, the USBID proposes sponsoring and managing the "destination branding" via Instagram, Facebook, and Twitter, alongside more traditional marketing channels, such as the USBID website and weekly and monthly e-newsletters. The USBID would document this programming and marketing with photos and video.

#### **Project Timeline and Permitting (see project Workplan and Budget)**

Project installation is expected to take upwards of three months. This includes the time associated with obtaining City permits from San Francisco Public Works for minor and major encroachment permits to allow the artist space to prepare the site and install the light art. Based on the USBID's experience with these type of permits, processing alone can take upwards of two months.

## Union Square Business Improvement District (USBID)

### Community Challenge Grant Application

#### Campton Place Light Art Project

---

According to the San Francisco Arts Commission, this project would not require Arts Commission's review or approval (*see email from SF Arts Commission to USBID dated February 5, 2018 in attachments*). Otherwise, there are no other permits required to proceed with the project.

### SUSTAINABILITY

The materials and methods used to install and maintain the project will be mitigate impacts to the environment.

#### Maintenance

The USBID will be responsible for the project's 5-year maintenance plan and will assume all the costs associated with graffiti removal, vandalism, and "refreshing" the mural, if necessary, to ensure the art and the area surrounding it look their best. The USBID already provides specialized sidewalk and gutter cleaning and maintenance services to Campton Place through its USBID Cleaning Ambassadors comprised of 17 FTE's, and supplemented by approximately 8 Downtown Street Team members, who service the district from 5:30am – 10:00pm/7 days a week. Should an act of vandalism damage or destroy the art work, funding is available to repair or replace the light art work from two funding sources:

- 1) Union Square BID: A 501 (c) 4 corporation. The USBID's annual assessment budget provides upwards of \$200,000 per year is dedicated towards the USBID Streetscapes and Public Realm budget for public realm activation projects, such as placemaking activities and streetscapes furniture.
- 2) Union Square Foundation: A 501(c)3 corporation formed by the Union Square BID, markets, enhances, and promotes Union Square for visitors, workers, and residents through beautification projects and public realm improvements that enhance the community and the civic well-being.



# Community Challenge Grant Application

## Project Budget Form

Applicant & Project Name: Campton Place Light Art Activation

Funding Category: (Check One)

- Small Scale  
 Mid-Scale  
 Large Scale

Total Project Cost: **\$65,441**

Total CCG Award: **\$34,514**

Total Amount of Match: **\$30,941**

total CCG Award

| Project Expenses  | Total Project Cost | CCG Award       | Project Match   | Is Match In-kind or Cash? | Is Match Committed or Pending? |
|---|--------------------|-----------------|-----------------|---------------------------|--------------------------------|
| <b>STAFF TIME &amp; COMMUNITY INVOLVEMENT</b>   |                    |                 |                 |                           |                                |
| <b>Campton Place Stakeholder Meetings</b>   |                    |                 |                 |                           |                                |
| Status update meetings (up to 3) w/Campton Place property owners and retailers and Streetscapes Committee |                    |                 |                 |                           |                                |
| ▪ USBID project manager (\$55/hr. x 60 hrs.)  | \$3,300            | \$0             | \$3,300         | Cash/Staff                |                                |
| ▪ Campton stakeholders & Committee - (30 stakeholders x 5 hrs. x \$25)                                    | \$3,750            | \$0             | \$3,750         | In-kind                   |                                |
| ▪ RHAA facilitation and design services (\$210/hr. x 15 hrs.)   | \$3,150            | \$0             | \$3,150         | In-kind                   |                                |
| ▪ Project coordinator (\$29/hr. x 10 hrs.)  | \$290              | \$0             | \$290           | Cash/Staff                |                                |
| ▪ Executive MGMT (\$100/hr. x 10 hrs.)  | \$1,000            | \$0             | \$1,000         | Cash/Staff                |                                |
|   |                    |                 |                 |                           |                                |
|   |                    |                 |                 |                           |                                |
|   |                    |                 |                 |                           |                                |
|   |                    |                 |                 |                           |                                |
|   |                    |                 |                 |                           |                                |
| <b>Subtotals</b>  | <b>\$11,490</b>    | <b>\$0</b>      | <b>\$11,490</b> |                           |                                |
| <b>PROJECT DESIGN, FABRICATION, INSTALLATION</b>  |                    |                 |                 |                           |                                |
| ▪ Artist design   | \$3,000            | \$3,000         | \$0             |                           |                                |
| ▪ Fabrication   | \$13,000           | \$13,000        | \$0             |                           |                                |
| ▪ Installation  | \$13,000           | \$13,000        | \$0             |                           |                                |
| ▪ Hardware/Transportation   | \$4,000            | \$4,000         | \$0             |                           |                                |
| ▪ Interpretive signage with CCG acknowledgement   | \$1,500            | \$1,500         | \$0             |                           |                                |
|   |                    |                 |                 |                           |                                |
| <b>Subtotals</b>  | <b>\$34,500</b>    | <b>\$34,500</b> | <b>\$0</b>      |                           |                                |

|   |                  |                 |                 |        |           |
|---|------------------|-----------------|-----------------|--------|-----------|
| <b>PERMITTING</b>                               |                  |                 |                 |        |           |
| ▪ Permitting fees (up to amount)                | \$1,500          | \$0             | \$1,500         | DIRECT | Committed |
|   |                  |                 |                 |        |           |
| <b>Subtotals</b>                                | <b>\$1,500</b>   | <b>\$0</b>      | <b>\$1,500</b>  |        |           |
| <b>MARKETING</b>                                |                  |                 |                 |        |           |
| ▪ Website development, social media and updates | \$0              | \$0             | \$0             |        |           |
| - Launch event                                  | \$2,500          | \$0             | \$2,500         |        |           |
|   |                  |                 |                 | DIRECT | Committed |
| <b>Subtotals</b>                                | <b>\$2,500</b>   | <b>\$0</b>      | <b>\$2,500</b>  |        |           |
| ▪ Maintenance approx. \$500/mo (alley cleaning) | <b>\$12,000</b>  |                 | <b>\$12,000</b> |        |           |
| <b>TOTAL PROJECT COST</b>                       | <b>\$61,990</b>  | <b>\$34,500</b> | <b>\$15,490</b> |        |           |
|   |                  |                 |                 |        |           |
| US Foundation (Fiscal Agent) Costs (10%)        | \$3,451          | \$0             | \$3,451         | DIRECT | Committed |
|   |                  |                 |                 |        |           |
|   |                  |                 |                 |        |           |
|   |                  |                 |                 |        |           |
| <b>Total Expenses</b>                           | <b>\$ 65,441</b> | <b>\$34,500</b> | <b>\$30,941</b> |        |           |

*Note: If project match is pending, explain on separate sheet of paper*



870 Market Street Suite 452 San Francisco, CA 415-362-2500

[Carolyn@marketstreetassociation.org](mailto:Carolyn@marketstreetassociation.org)

February 12, 2018

Lanita Henriquez, Director  
Community Challenge Grant Program  
Office of the City Administrator  
1 Dr. Carlton B. Goodlett Place, Room 362  
San Francisco CA 94102

Dear Lanita,

The Market Street Association strongly supports Union Square Business Improvement District's (USBID) Community Challenge Grant application request for the Campton Place Art Activation Project.

The Union Square Business Improvement District ongoing works tirelessly to keep Union Square a clean, safe, attractive, and vibrant destination for the tens of millions of visitors who visit the district each year. However, for all its attractions, the district lacks a strong arts-related component along its network of streets and sidewalks. The Campton Place Art Activation Project could change that perspective. It represents a small but important design intervention that would help turn around Campton Place from a back-door service alley into a fun and interactive point of interest for pedestrians while integrating the alley into the district's pedestrian network.

The Market Street Association has worked on numerous public art related projects knowing that art has universal attraction. Art in Campton Place alley would provide another unique feature to the Union Square area.

I urge your consideration.

Sincerely,

Carolyn Diamond  
Executive Director  
Market Street Association



# SAN FRANCISCO *Beautiful*

February 12, 2018

Lanita Henriquez, Director  
Community Challenge Grant Program  
Office of the City Administrator  
1 Dr. Carlton B. Goodlett Place, Room 362  
San Francisco CA 94102

Dear Ms. Henriquez:

On behalf of San Francisco Beautiful, I am pleased to write this letter of support for the Union Square Business Improvement District's (USBID) Campton Place Light Art Project application to the Community Challenge Grant program. The proposal to activate Campton Place with a low-cost but high-impact light art installation would help to generate more pedestrian activity in one of Union Square's most neglected and underutilized alleys.

San Francisco Beautiful's mission is to advocate for civic beauty, neighborhood character and accessible public art for all in San Francisco. Union Square's network of alleys, such as Campton Place, Maiden Lane, and Harlan Alley, form a robust pedestrian-oriented network of alleys make the district one of San Francisco's most unique neighborhoods. Unfortunately, Campton Alley suffers from neglect and negative perceptions that make the alley an underutilized Union Square public realm asset. The USBID's "Campton Place Light Art Project" grant request would help to turn around the alley. The grant would leverage the USBID's already substantial investment in keeping the alley clean and safe while reintegrating the alley into Union Square's pedestrian network and reinforce the district as an attractive and iconic San Francisco neighborhood.

San Francisco Beautiful and the USBID have a strong partner relationship in our work and looks forward to continuing to support projects that meet our mutually beneficial goals of an attractive and vibrant San Francisco.

Regards,



Darcy Brown  
Executive Director  
San Francisco Beautiful



OFFICE OF THE MAYOR

SANDRA ZUNIGA  
FIX-IT DIRECTOR

February 11, 2018

Lanita Henriquez, Director  
Community Challenge Grant Program  
Office of the City Administrator  
1 Dr. Carlton B. Goodlett Place, Room 362  
San Francisco CA 94102

*RE: Community Challenge Grant Application for Campton Place Art Activation*

Dear Ms. Henriquez:

On behalf of San Francisco Mayor's Office Fix-It Team SF, I am pleased to write this letter of support for the Union Square Business Improvement District's (USBID) Campton Place Art Activator Project application to the Community Challenge Grant program. The proposal to activate Campton Place with a low-cost but high-impact light art installation would help to generate more pedestrian activity in one of Union Square's most neglected and underutilized alleys.

Over the last year, the Fix-It Team has worked closely with the USBID on quality-of-life issues by identifying and addressing critical cleaning and public safety issues affecting the tens of millions of visitors and workers who come to Union Square each year. The district's network of alleys, such as Campton Place, form a robust pedestrian-oriented network of streets. However, their use as pedestrian passageways is greatly impacted by negative public perceptions. Campton Place's proximity to Union Square park make it a prime candidate for a light art project intended to generate new pedestrian traffic resulting in a new and unique Union Square experience.

The Mayor's Office Fix-It Team looks forward to continuing our work with a respected and capable organization like the USBID. I fully support their application for a Community Challenge Grant as a means to leverage the USBID's continued efforts to make Campton Place a clean, safe, attractive, and welcoming alley in the heart of San Francisco.

Sincerely,

A handwritten signature in blue ink that reads "Sandra Zuniga".

Sandra Zuniga  
Fix-It Director



## SANTA MARIA HOLDINGS

February 13, 2018

Lanita Henriquez, Director  
Community Challenge Grant Program  
Office of the City Administrator  
1 Dr. Carlton B. Goodlett Place, Room 362  
San Francisco CA 94102

Dear Lanita,

I represent 250 Post LP, the property owner for parcel #0294-009 and adjacent to the site for the USBID's proposed Campton Place Art Activation Project. We strongly support the Union Square Business Improvement District's (USBID) Community Challenge Grant application request for the project.

The Union Square Business Improvement District ongoing works tirelessly to keep Union Square a clean, safe, attractive, and vibrant destination for the tens of millions of visitors who visit the district each year. The USBID's efforts have paid off and the alley is a cleaner and safer street to walk. However, the alley, like the district, lacks a strong arts-related component along its network of streets and sidewalks. The Campton Place Art Activation Project could change that perspective. It represents a small but important design intervention that would help turn around Campton Place from a back-door service alley into a fun and interactive point of interest for pedestrians while integrating the alley into the district's pedestrian network.

Art in Campton Place will provide another unique feature to the Union Square area. I strongly urge your consideration for this project.

Sincerely,  
SANTA MARIA HOLDINGS, INC.



J. Thaddeus Moore, III

JTM/mc

February 12, 2018

**TH** Real Estate

a **nuveen** company

Lanita Henriquez, Director  
Community Challenge Grant Program  
Office of the City Administrator  
1 Dr. Carlton B. Goodlett Place, Room 362  
San Francisco CA 94102

TH Real Estate

560 Mission Street, 10th floor  
San Francisco, CA  
94105  
United States of America

Tel: +18008422007  
threalestate.com

Dear Ms. Henriquez:

My name is Julien Chaperon and I am the property owner representative for the building (parcel # 0294-008) on which the Union Square Business Improvement District's (USBID) is proposing to locate the light art installation. I am writing this letter to express my full support for the USBID's "Campton Place Light Art Project" Community Challenge Grant application.

As a member of the USBID, I am intimately familiar with the USBID's efforts to keep Union Square a clean, safe, attractive, and vibrant destination for the tens of millions of visitors, workers, and residents who walk through the district each year. Unfortunately, despite the USBID's efforts, Campton Place remains a severely underutilized alley. The street would greatly benefit from the Campton Place Light Art Activation Project to bring art and whimsy to the alley, thus, help reintegrate it into the district's robust pedestrian network.

Sincerely,

Julien Chaperon  
Director of Retail Asset Management, West Coast  
TH Real Estate

