

# BAYVIEW ARTS MASTER PLAN

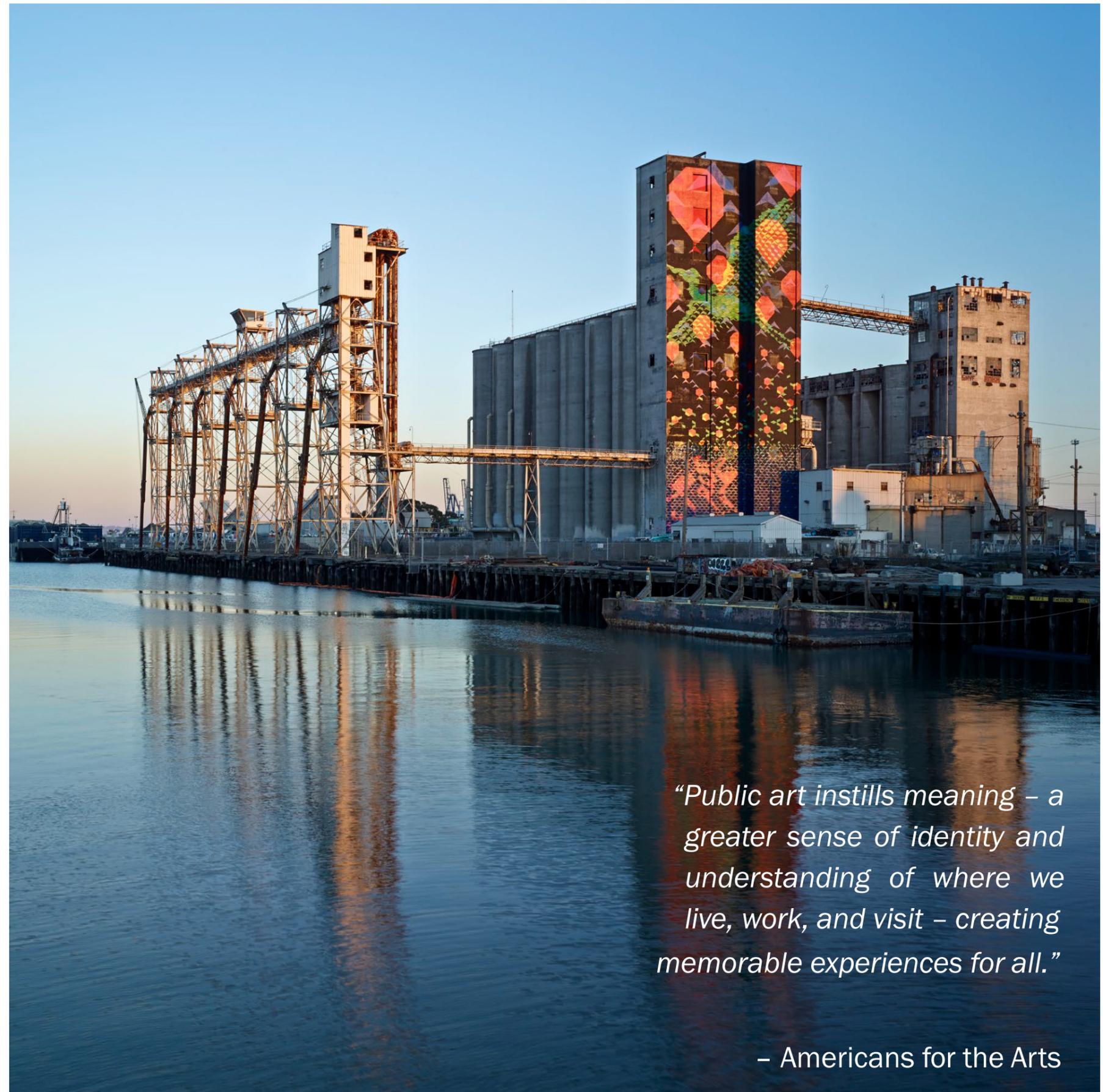
SCOPE FOR SFPUC'S ART INVESTMENT

2018 DRAFT



# AGENDA

- 01 Purpose/Context/Goals
- 02 Outreach Process
- 03 Shared Aspirations
- 04 Scope for SFPUC art investment
- 05 Implementation/ next steps
- 06 Envisioning success



*“Public art instills meaning – a greater sense of identity and understanding of where we live, work, and visit – creating memorable experiences for all.”*

– Americans for the Arts

# 01

## PURPOSE

Provide the context for meaningful arts investment in the Bayview and define the scope of the San Francisco Public Utilities Commission's art investment over a 20-year period.

### Who is our audience?

- Community members and Bayview stakeholders
- Project Managers with SFPUC
- Project Managers with SFAC
- Artists
- Other City agencies



Bayview Library Courtyard  
Artwork by Ron Saunders

# 01

## CONTEXT

### The Bayview

- Rapid transformation as a result of the implementation of redevelopment plans.
- City-wide economic and demographic pressures, and local environmental concerns are bound to test the social fabric of the community.
- African-American heritage and multicultural outlook could provide the foundation for a cultural resilience strategy.
- African-American Cultural District initiative.



# 01 CONTEXT

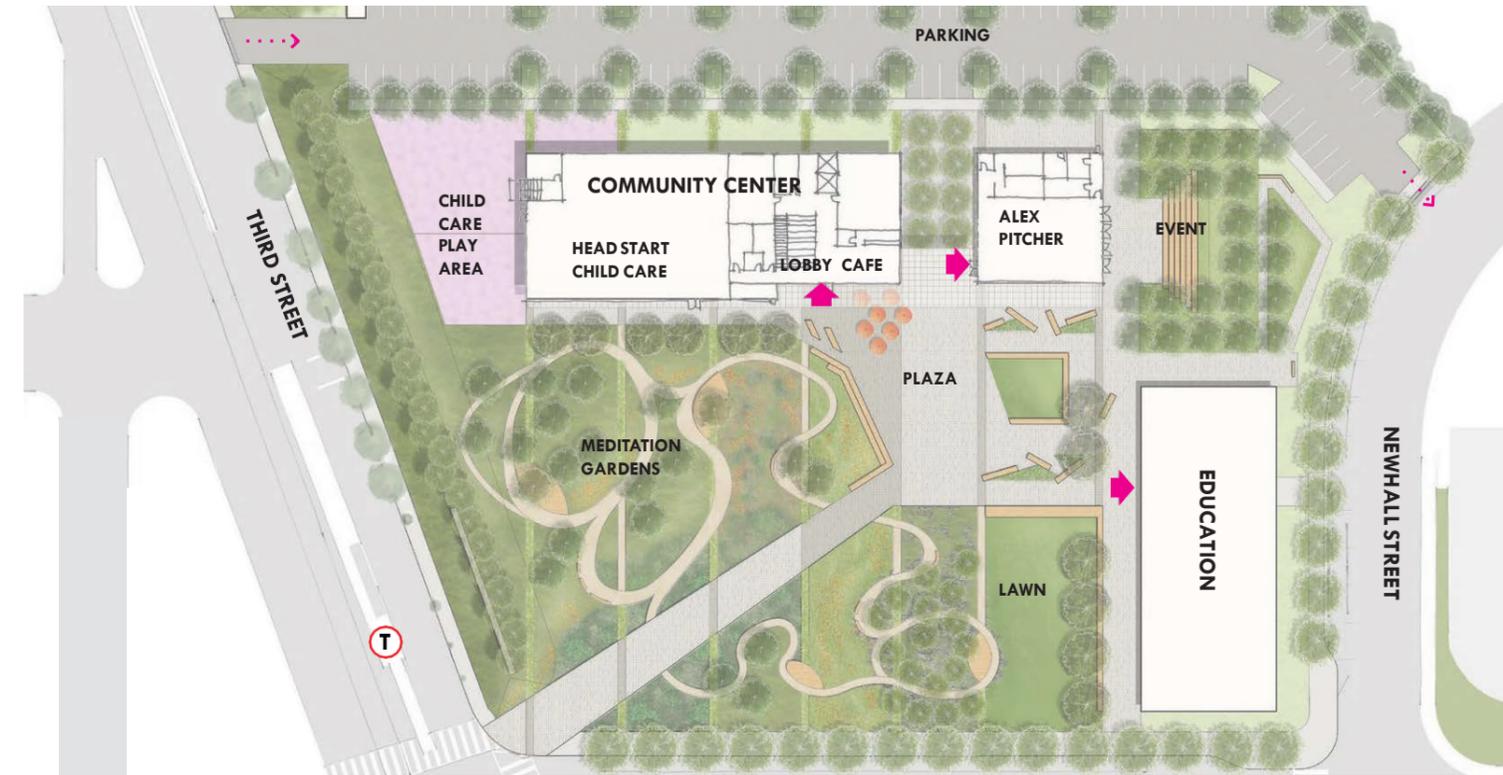
1. SFPUC's place-making investment in the Bayview

2. Pioneering policy framework

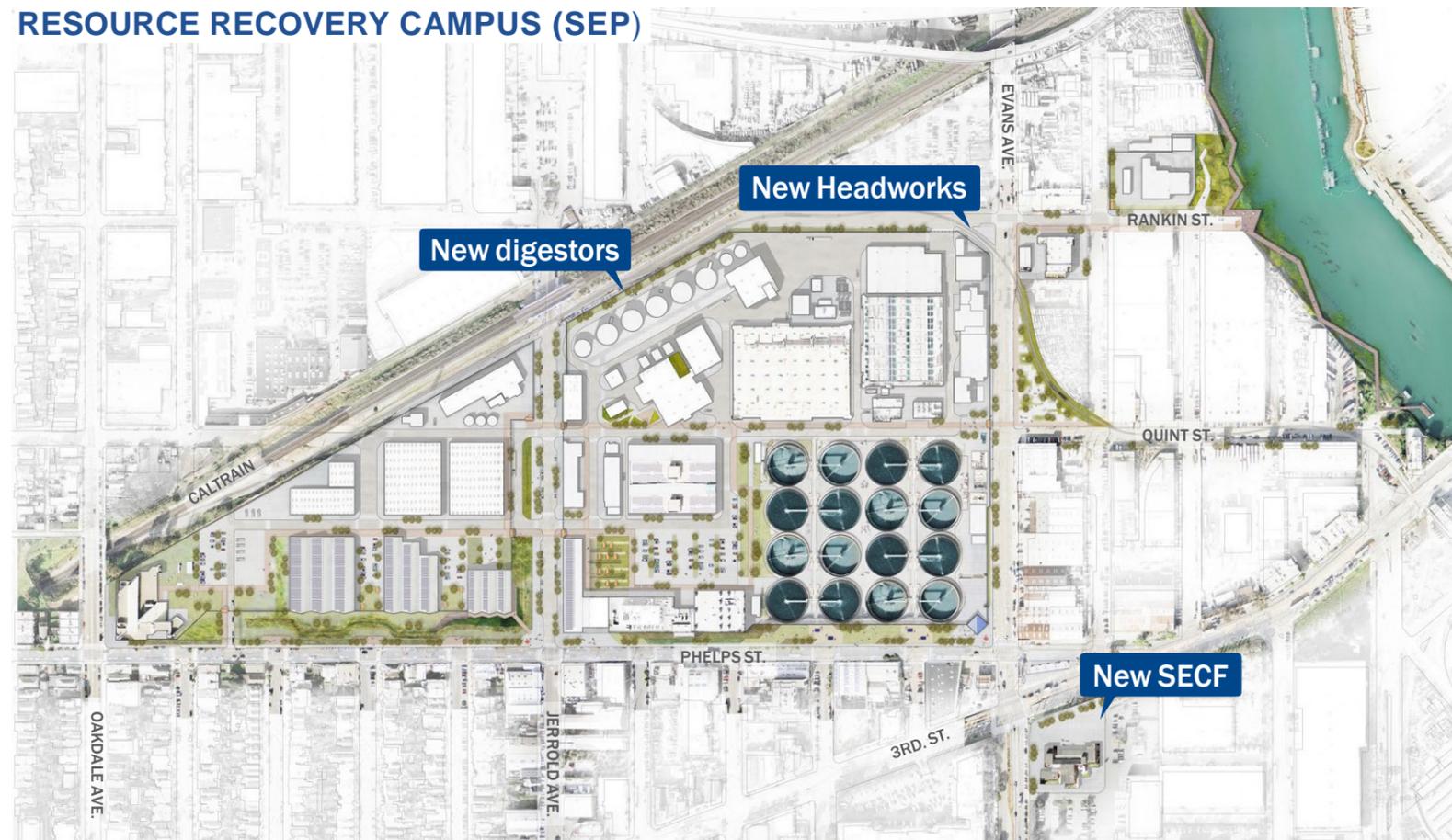
Environmental Justice and Community Benefits Policies

Generating local benefits and advancing opportunities for all

## NEW SOUTHEAST COMMUNITY FACILITY



## RESOURCE RECOVERY CAMPUS (SEP)



# 01

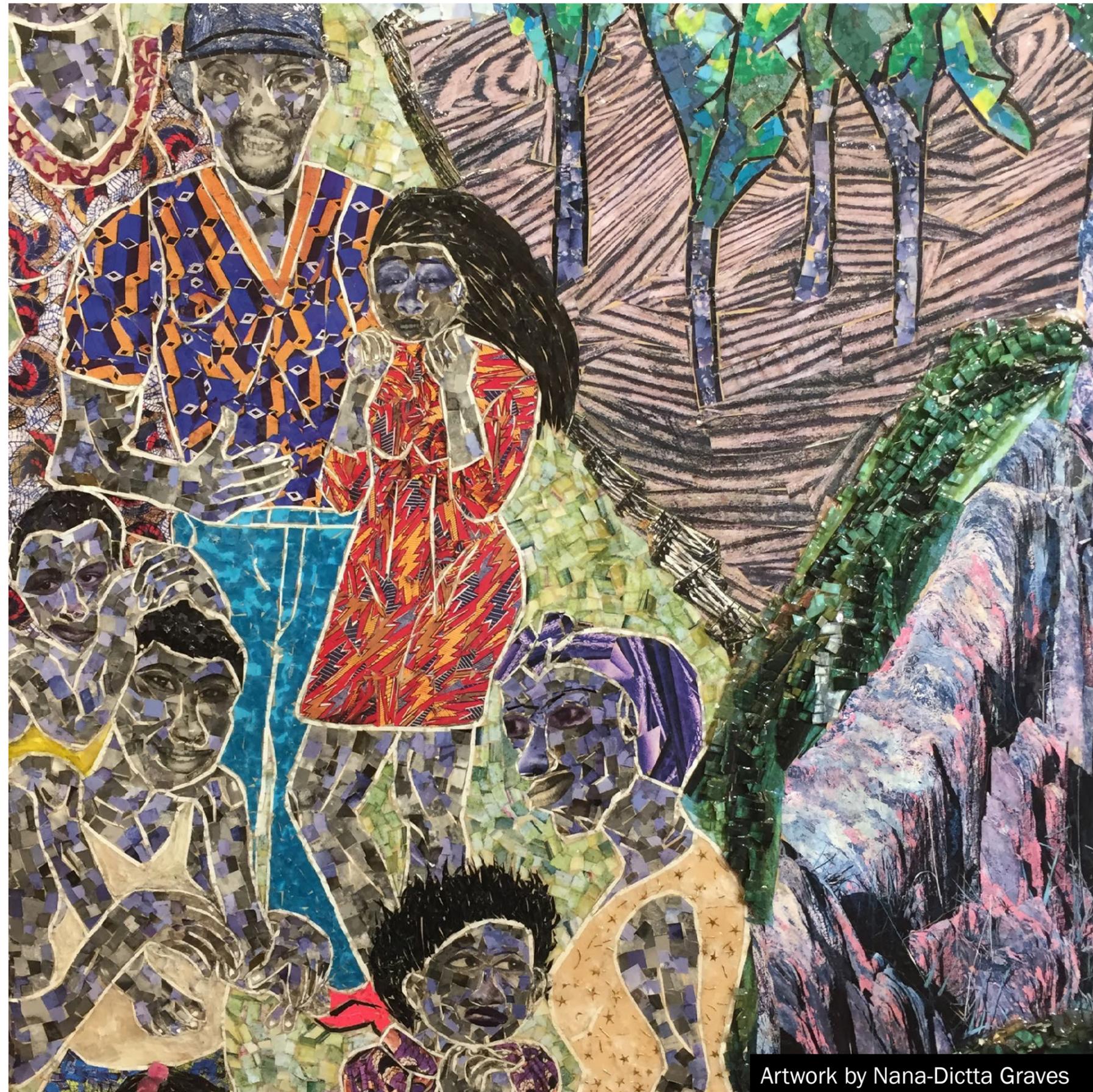
## CONTEXT

### SFAC Public Art Program

2%-for-art program

### SFPUC SSIP Contributions

- Bond Funds
- Total estimated \$11.5 M over 20 years
- PHASE I: \$6.25 M
- PHASES II: \$5.25 M



Artwork by Nana-Dicta Graves

# 01

## GOALS

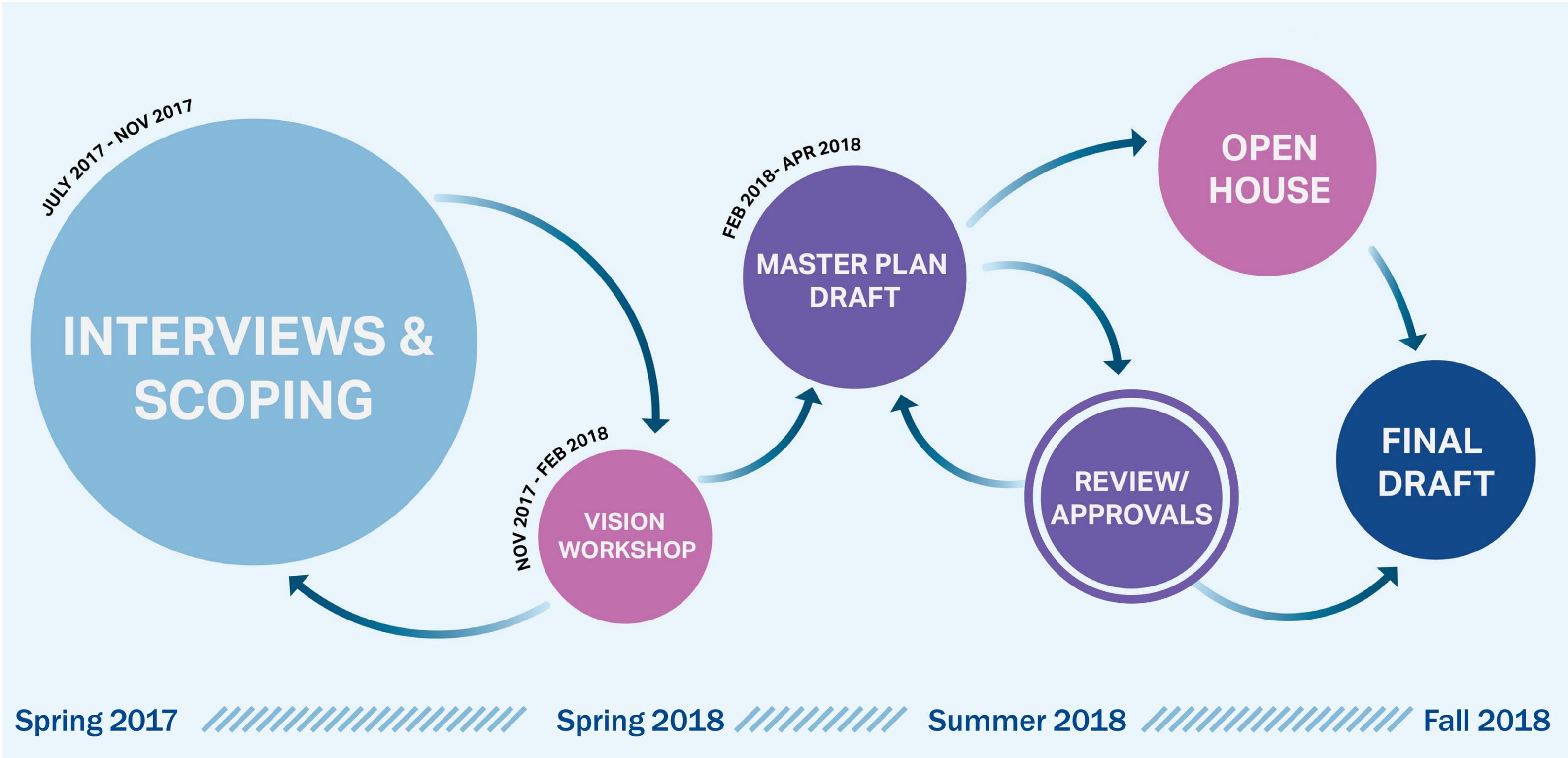
- Establish vision and goals for the Public Art funded by SFPUC
- Identify and prioritize themes, locations and types of work
- Outline selection process for the artists/artworks
- Identify public programming opportunities
- Provide measures for success
- Prepare a cultural investment roadmap for other City agencies



# 02

## OUTREACH PROCESS

ESTABLISHING A MEANINGFUL CONNECTION TO THE BAYVIEW



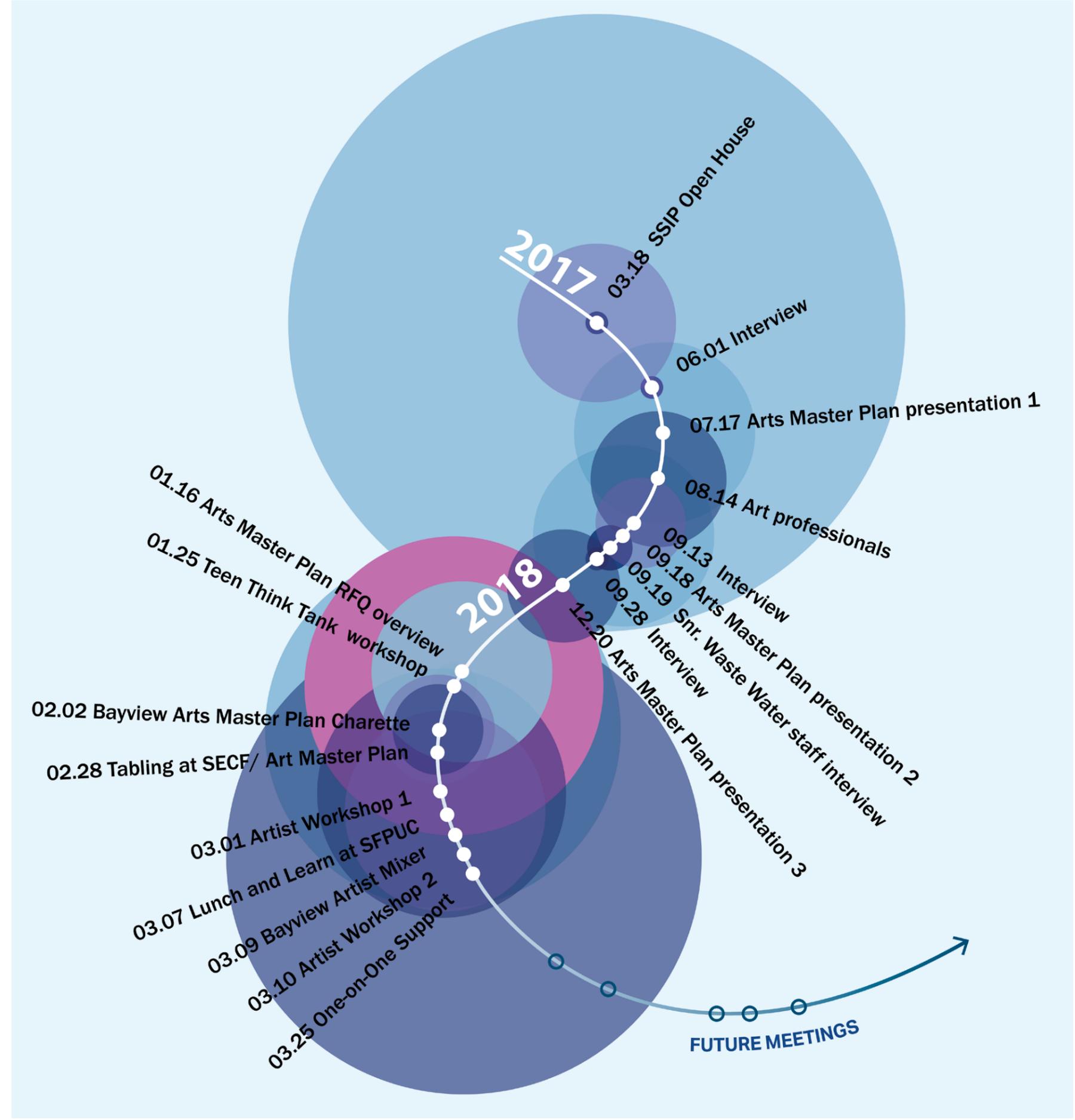
# OUTREACH EVENTS

## Who?

- Community & residents
- Art professionals
- Public Agencies
- Youth

## How many?

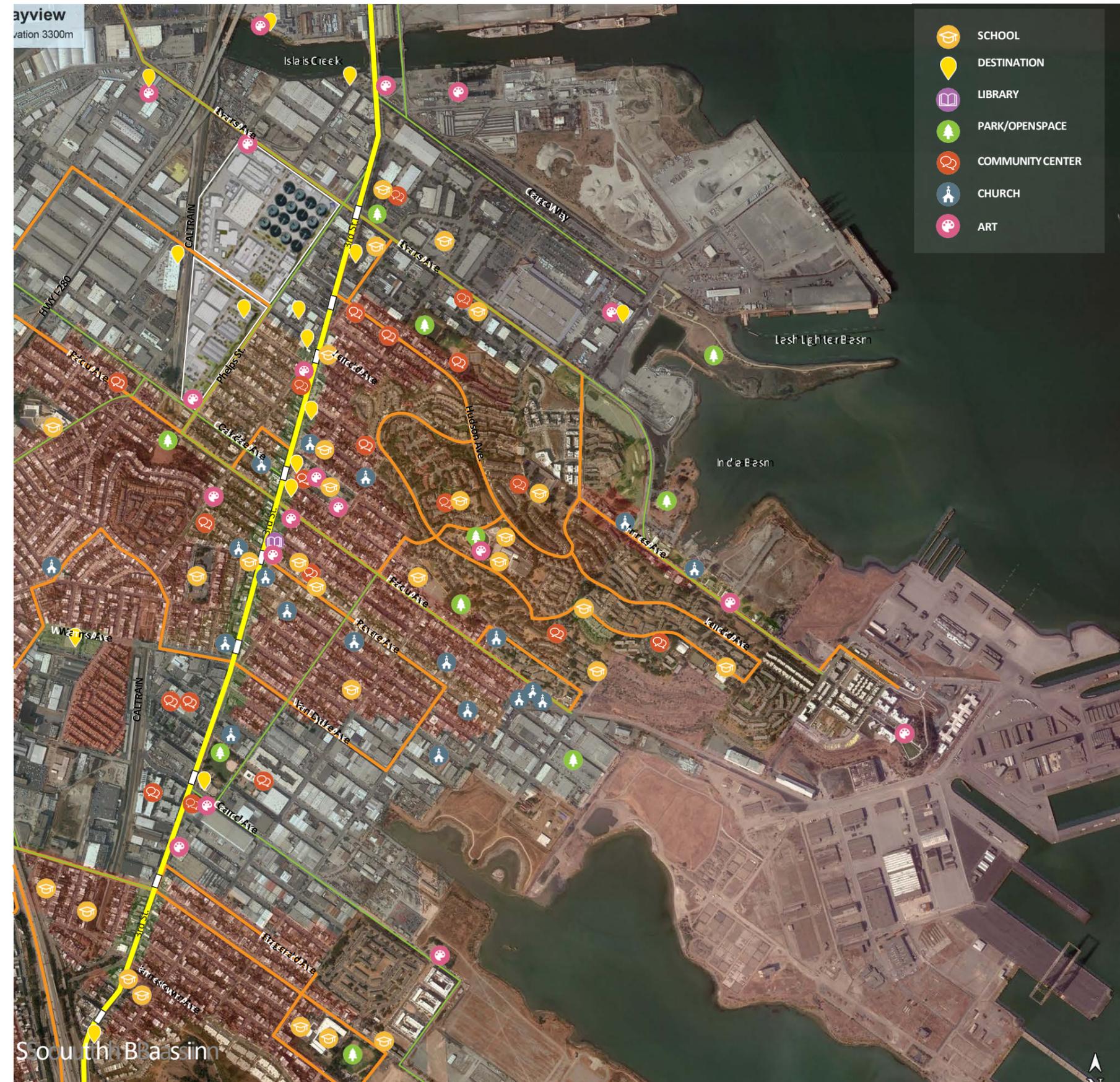
- 180** Total participants
- 17** Events (formal/informal)
- 67** Art professionals / Artists
- 47** Local residents
- 16** Youth
- 8** Public agencies



## OUTREACH FINDINGS

- Community's desire to understand the wider context and leverage efforts by other City agencies
- SFPUC's openness to fund artwork on and off SFPUC property
- Existing community assets and destinations will support a place-oriented approach

## EXISTING COMMUNITY NODES



## OUTREACH FINDINGS

### Common threads:

Bayview's history/ recognition

---

Community challenges  
and opportunities for art

Shared aspirations

Art program implementation and  
community engagement processes



***“Art should make  
people feel  
seen and celebrated”***

## OUTREACH FINDINGS

### Common threads:

Bayview's history/ recognition

Community challenges  
and opportunities for art

Shared aspirations

Art program implementation and  
community engagement processes



*“Build on existing  
places of destination”*

# OUTREACH FINDINGS

## Common threads:

Bayview's history/ recognition

Community challenges and opportunities for art

Shared aspirations

Art program implementation and community engagement processes



*“Placemaking & placekeeping”*



*“Art as a shared experience”*



*“Art fosters for the future”*

## OUTREACH FINDINGS

### Common threads:

Bayview's history/ recognition

Community challenges  
and opportunities for art

Shared aspirations

Art program implementation and  
community engagement processes



***“Setting up local  
artists for success”***

# PRECEDENT STUDY

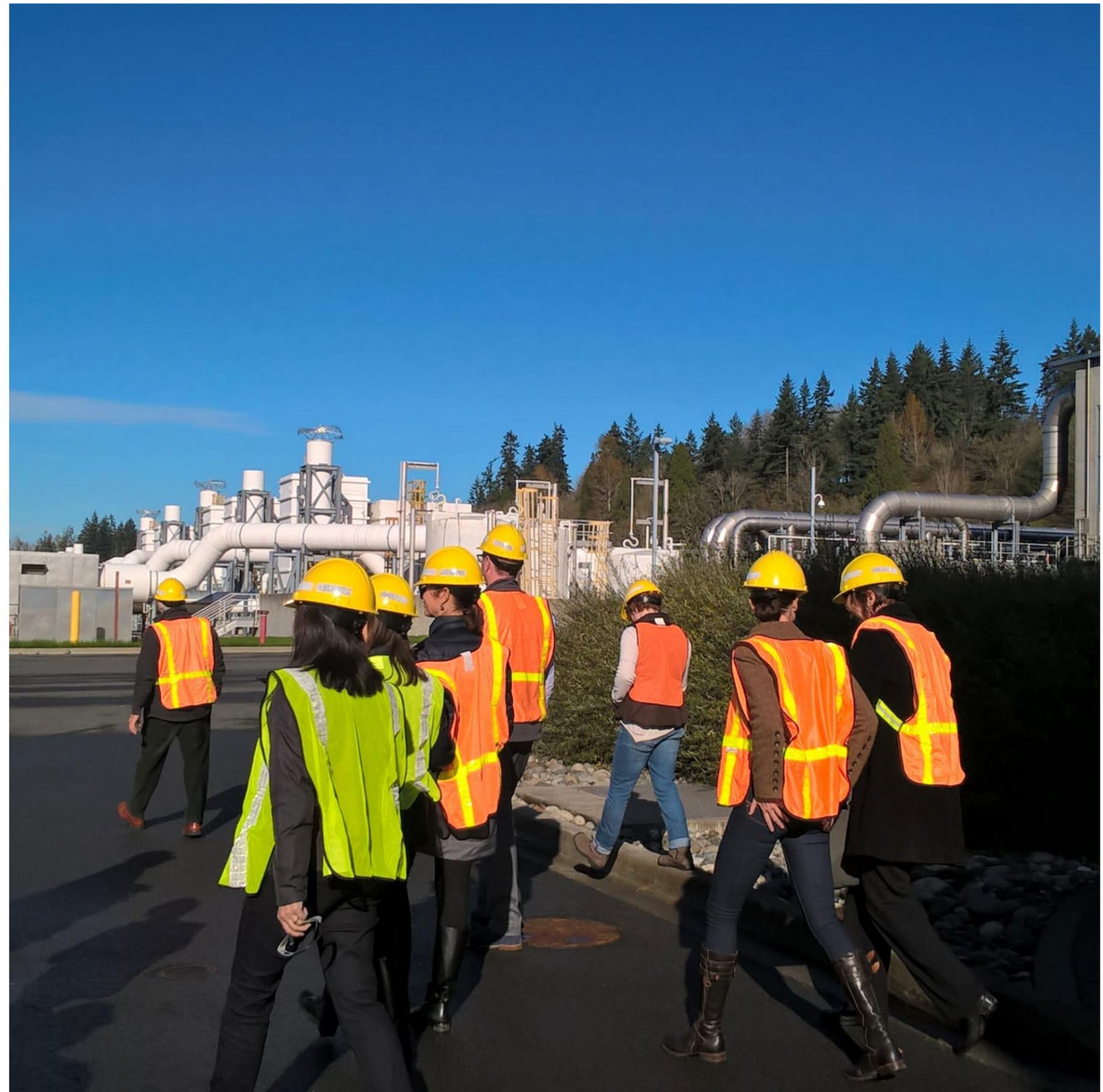
## Site Visits:

Brightwater Treatment Facility,  
Woodinville, WA

LOTT Wet Science Center Site,  
Olympia, WA

## Lessons Learned:

- Artwork should be publicly accessible
- Limitations to appreciating artworks in a guided tour
- Temporary programming can activate the site
- Artwork should not be so didactic – should be evocative, unique, and spark interest and emotional response
- Proceed with caution with artworks using water



## OUTREACH FINDINGS

### SFPUC leadership and staff envision art investments that:

- Respond to a community-driven agenda.
- Advance the agency's environmental stewardship mission
- Celebrate the work of SEP staff, making them more “visible” in the community
- Improve the experience of the built environment for SEP staff, visitors, and neighbors
- Is timeless in its content (theme) and use of materials (durable)



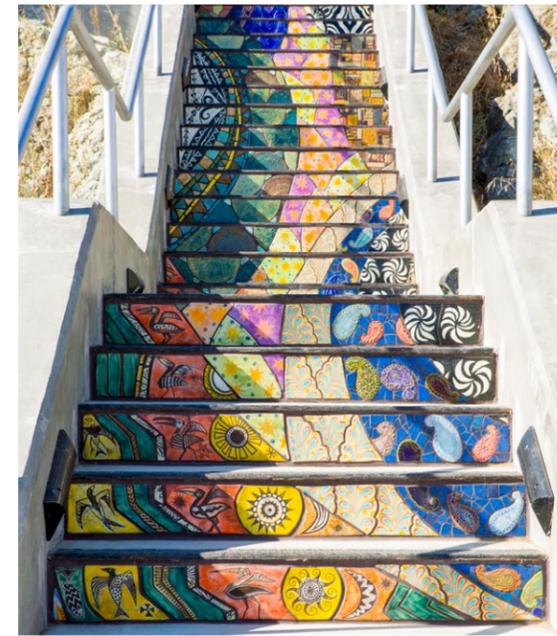
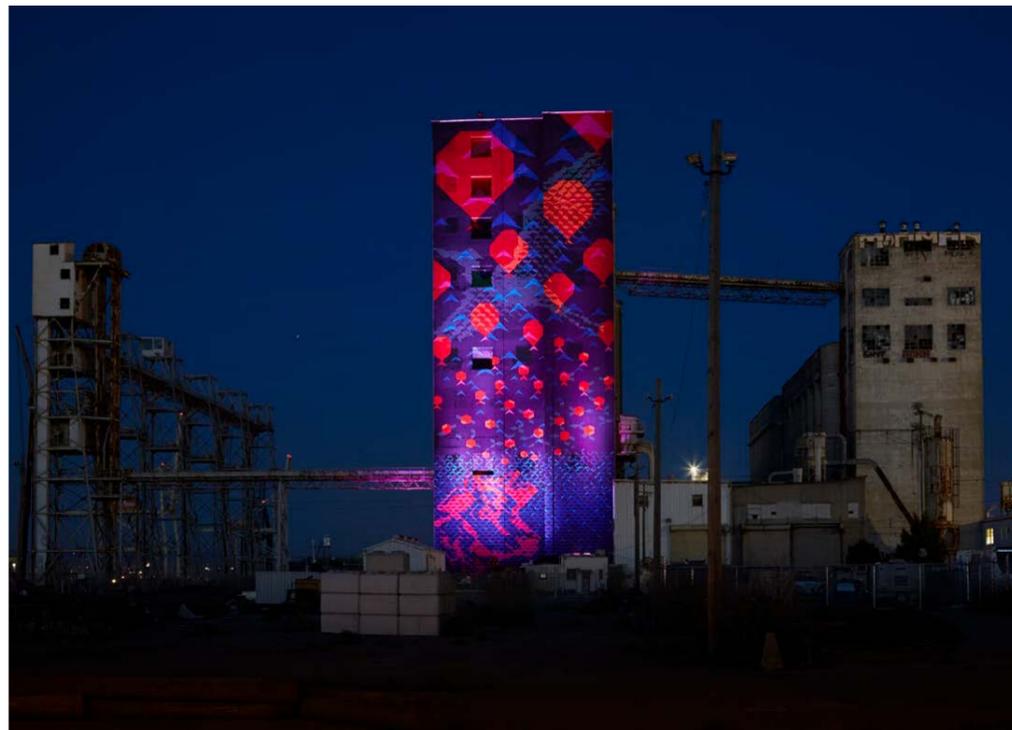
# OUTREACH FINDINGS

## Teen think-tank



*“This piece of art uses perspective to make it interesting. Instead of making something beautiful, it points out what is already beautiful”*

*“I like how it looks outside my bedroom window. I also like it because it glows in the night sky. I like that it is a night piece”*



*“I like this because of the colors and its eye catching. It is kind of like something SF is known for and it’s a unique icon”*



*“People of color, diverse message”*

*“Catches your attention, can be put on tall buildings to have more people see it, can beautify a location, stands out at night time”*

# 03

## SHARED ASPIRATIONS

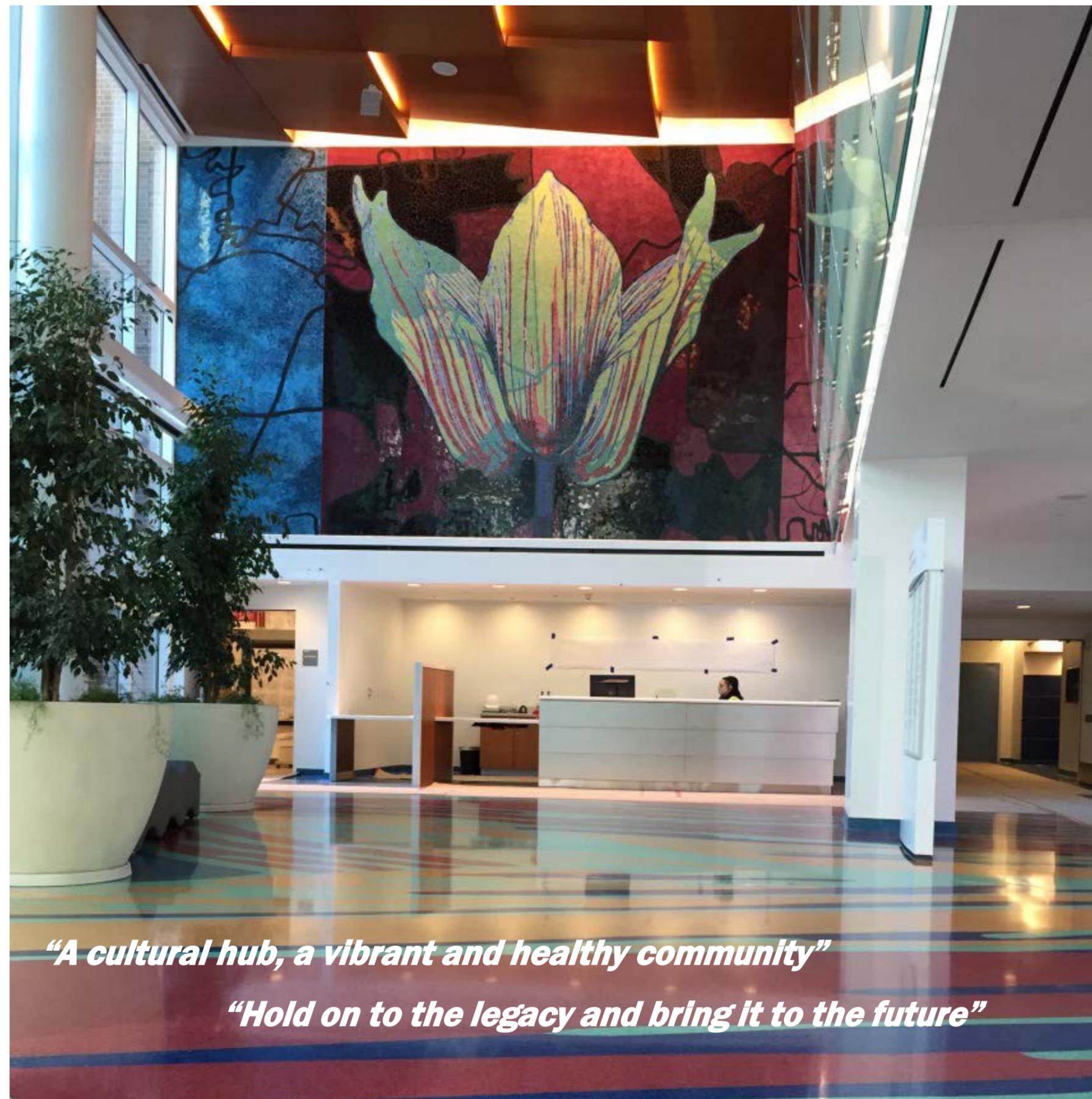
To be a destination and proud neighborhood asset

Major themes:

- Celebrate the people, values, history, and diverse culture of the Bayview community
- Promote environmental stewardship and importance of environment to health/prosperity of future generations

Attributes:

- Bright, colorful, bold, use of light
- Art accessible to the public
- Art integrated with functional elements of the landscape



# 03

## SHARED ASPIRATIONS

To provide local benefit

Examples:

- Local artists, or artists with a meaningful connection to the Bayview
- Artwork represents the cultures and histories of the community
- Artists use local fabricators and materials
- Engage local youth either in art making process or educational opportunities
- Professional development of artists in the Bayview



# 04

## SCOPE FOR SFPUC ART INVESTMENT

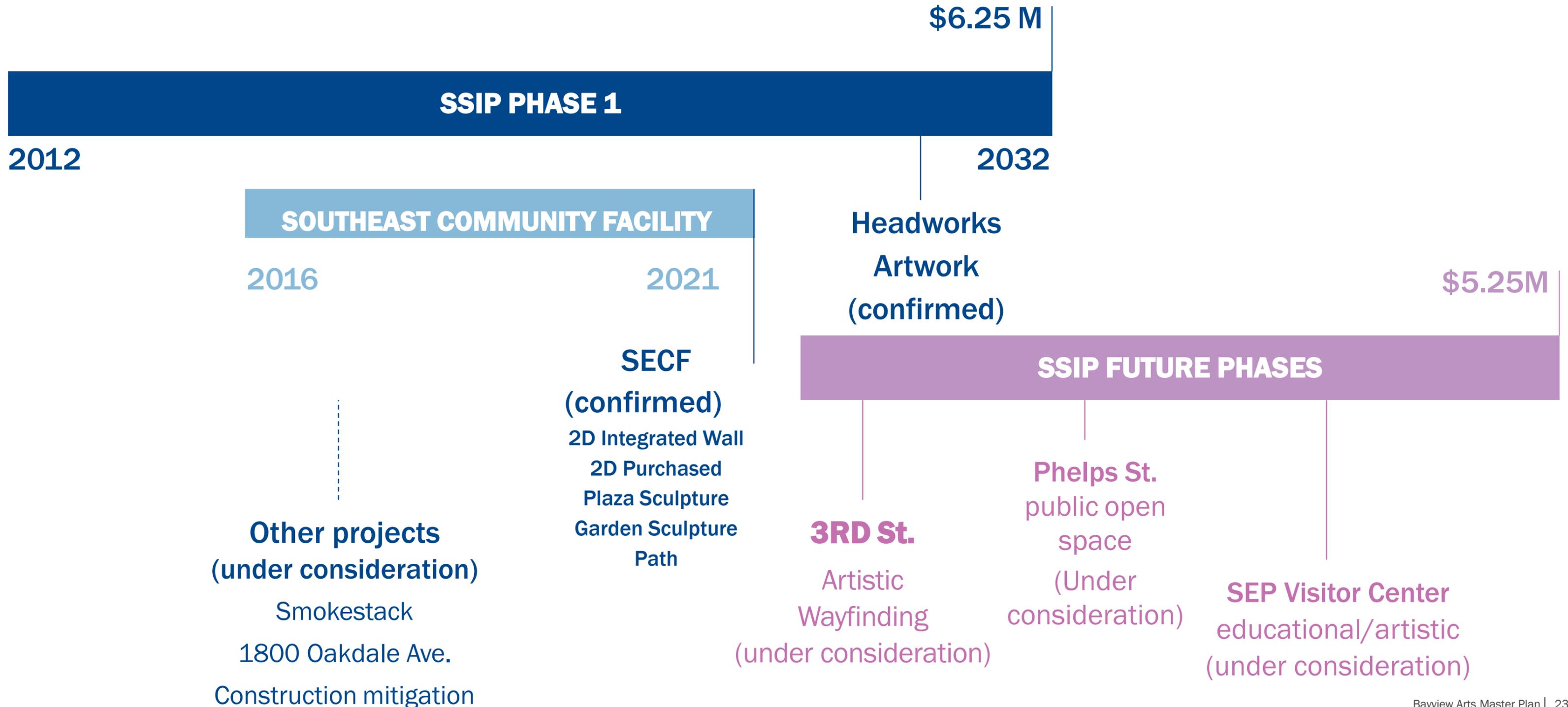
- New construction projects:  
placemaking and cost synergies
- Prioritize opportunities that align  
with planned SSIP Phase 1 projects
- Advance shared aspirations



# 04

## SFPUC ART INVESTMENT

### KEY ART PROJECTS BY SSIP PHASE IN DISTRICT 10





## SSIP PHASE 1

# NEW HEADWORKS FACILITY (Evans and Rankin Street)

### Theme

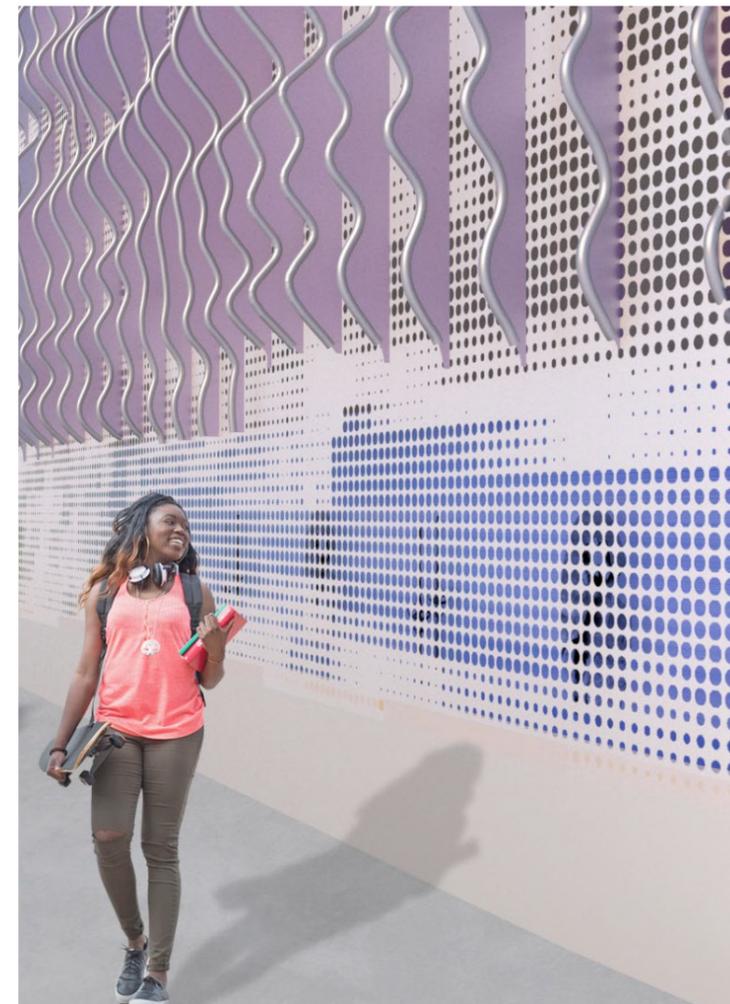
Promote environmental stewardship by celebrating the work of the plant.

### Attributes

- Dynamic and seen from a distance and from a vehicle or bike
- Monumental landmark, iconic
- Reclamation of underused spaces
- Reflects the neighborhood and people walking on Evans Avenue

*“Fluid common ground  
that speaks to the  
process of water flow in  
the plant”*

– Community member





## NEW SOUTHEAST COMMUNITY CENTER (Third Street Node)

### Themes

- Celebrate community
- Promote environmental stewardship

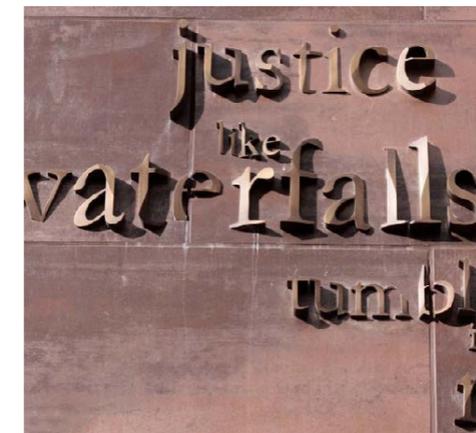
### Opportunities

- Significant sculpture
- Sculptures in garden
- Integrated wall works
- Rotating mural opportunity
- Framed artworks
- Integrated plaza/seating design

### Attributes

Functional, fun, diverse, interactive, calming, evolving, open, and welcoming.

## SSIP PHASE 1





## SSIP PHASE 1

### OTHER PROJECTS

1. Smokestack\*
2. 1800 Oakdale Ave.
3. Construction mitigation

#### Themes

- Celebrate community
- Promote environmental stewardship

#### Attributes

- Light and color
- Enliven and beautify

\* Pending further earthquake reliability studies, this installation might be considered as non-permanent.





## PHASE 2 OPPORTUNITIES (UNDER CONSIDERATION)

Contribute to an artistic/wayfinding installation along **Third Street** to mark the Bayview as a cultural destination.

Artistic oversight of the **SEP Campus** perimeter along **Phelps Street**, focused on areas that are **accessible to the public 24/7**.

Educational/artistic installations at the **SEP Campus** visitor center.

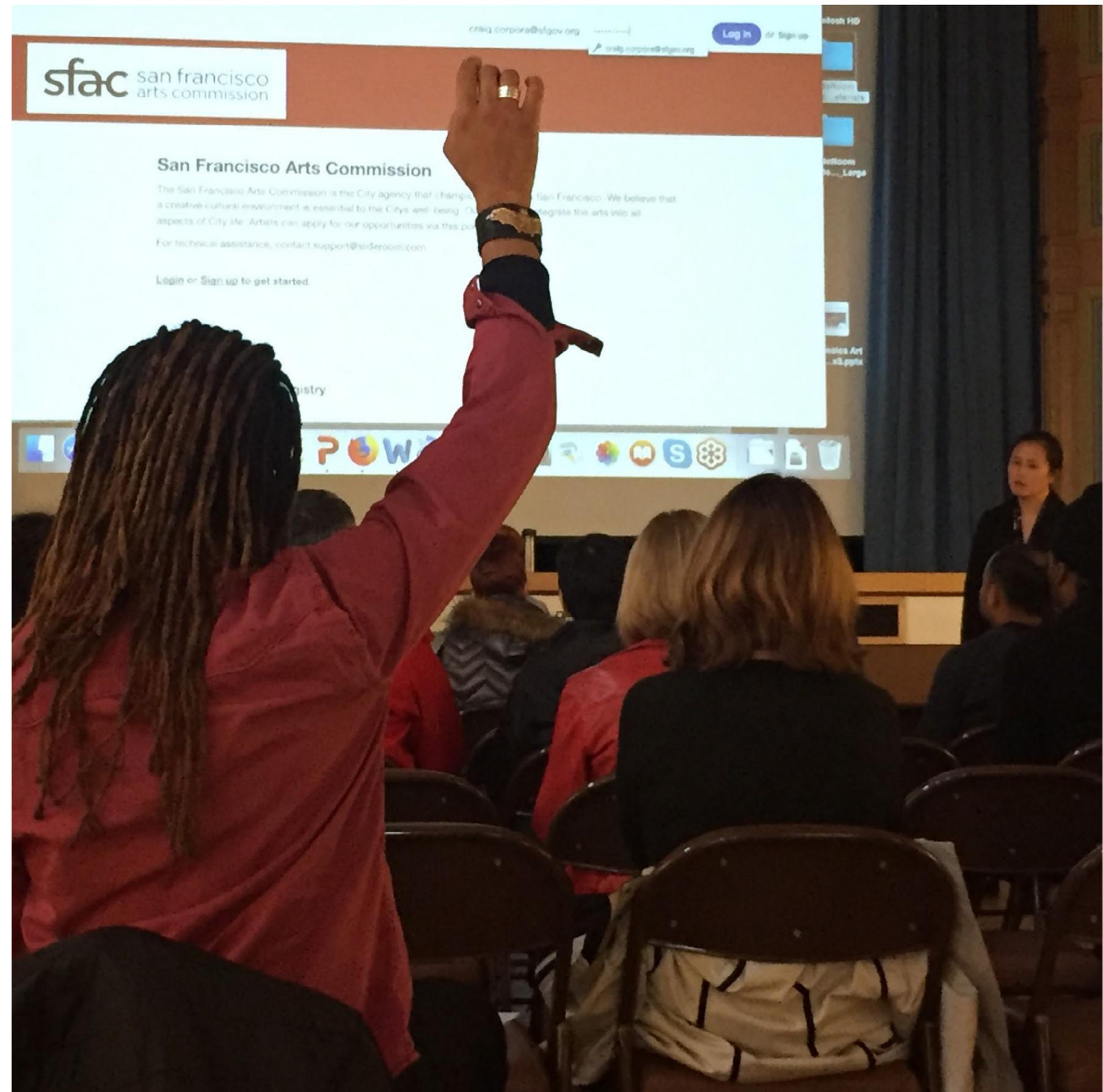
## SSIP PHASE 2



# 05

## IMPLEMENTATION AND NEXT STEPS

- 2018 Bayview Artist Registry – local partners Bayview Opera House and Imprint City
- 3 artist workshops including one-on-one assistance with photography and application submittal
- Final design for Headworks and SECF artist selection
- Next steps
- Questions/Comments?



# 06

## ENVISIONING SUCCESS

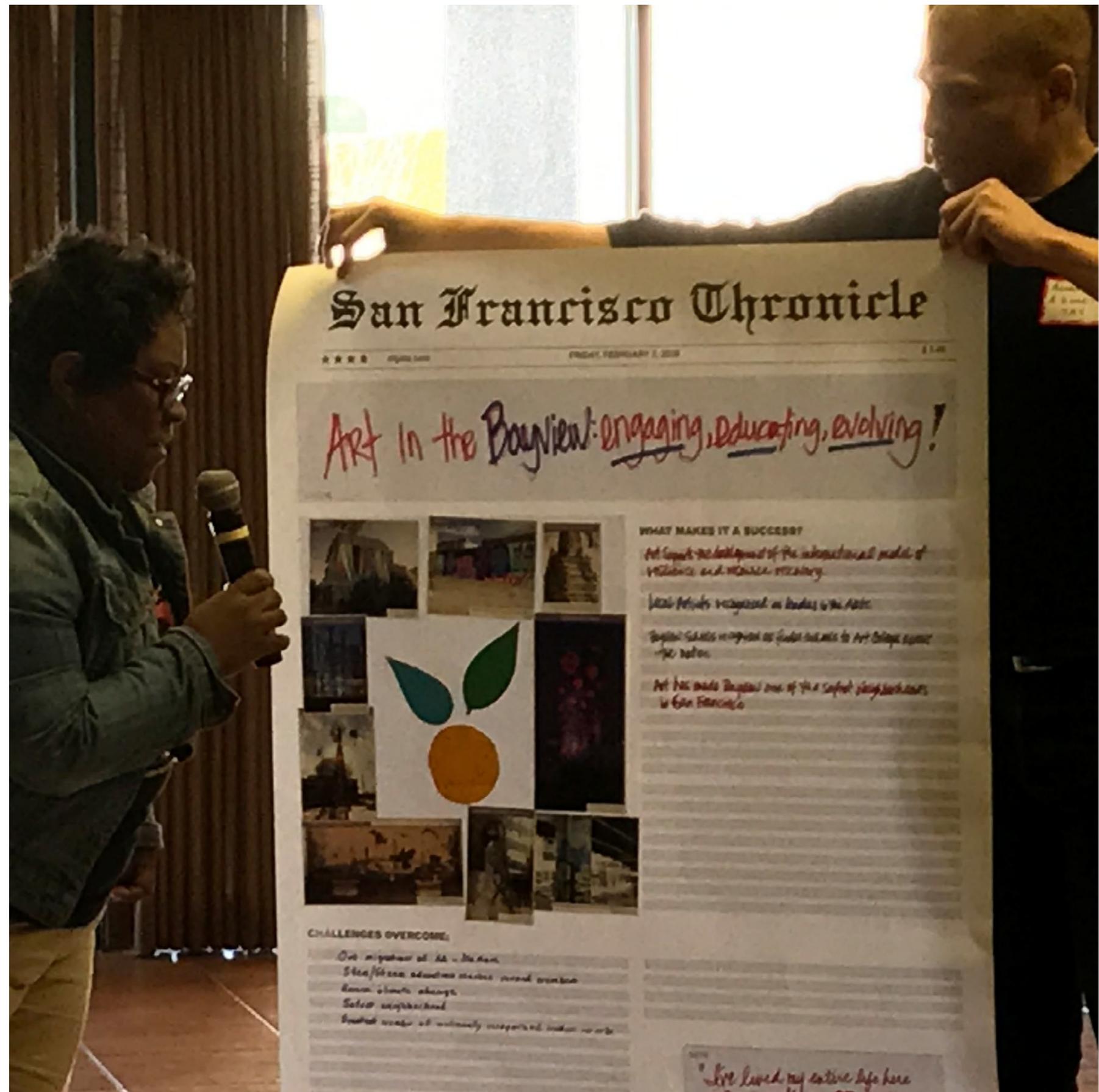
*“Art in the Bayview: engaging,  
educating, evolving”*

*“Cultural heritage lives on”*

*“Art preserves neighborhood  
character while pointing the  
way to the future”*

*“Bayview voted best  
neighborhood nationally  
10 years running”*

*“Art renaissance in the Bayview”*



Thank You