“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

AGENDA

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

Source: www.thesfshipyard.com
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
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
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
OUTREACH PROCESS
ESTABLISHING A MEANINGFUL CONNECTION TO THE BAYVIEW

INTERVIEWS & SCOPING

JULY 2017 - NOV 2017

VISION WORKSHOP

NOV 2017 - FEB 2018

MASTER PLAN DRAFT

FEB 2018 - APR 2018

REVIEW/APPROVALS

OPEN HOUSE

FINAL DRAFT

Spring 2017

Spring 2018

Summer 2018

Fall 2018
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
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
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”
PRECEDE NT 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
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

“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”

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

“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”
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

“A cultural hub, a vibrant and healthy community”

“Hold on to the legacy and bring it to the future”
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
SFPUC ART INVESTMENT
KEY ART PROJECTS BY SSIP PHASE IN DISTRICT 10

SSIP PHASE 1

2012 - 2032

$6.25 M

SSIP FUTURE PHASES

SEP Visitor Center
educational/artistic
(under consideration)

Phelps St.
public open space
(Under consideration)

3RD St.
Artistic Wayfinding
(under consideration)

3rd St.
2D Integrated Wall
2D Purchased Plaza Sculpture Garden Sculpture Path

SOUTHEAST COMMUNITY FACILITY

2016 - 2021

$5.25M

Other projects (under consideration)
Smokestack
1800 Oakdale Ave. Construction mitigation

2012

Headworks Artwork (confirmed)

2032
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.
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.
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?
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