INFORMATIONAL MEMORANDUM

TO: Agency Commissioners

FROM: Fred Blackwell, Executive Director

SUBJECT: Informational Update on HPS Public Art and the Intent to issue a Call for Artists for Public Works of Art on Parcel A of the Hunters Point Shipyard; Hunters Point Shipyard Project Area

EXECUTIVE SUMMARY

After notification to the Commission and competitive solicitation on May 19, 2009, the Agency Commission authorized a Personal Services Contract with a consultant team lead by Helene Fried & Associates (collectively “HFA”) to facilitate implementation of the public art element of the Cultural Historic Recognition Program (“CHRP”) for Parcel A of the Hunters Point Shipyard (“Shipyard”) and to work with the Agency to facilitate the selection, installation and maintenance of art (“HPS Public Art”).

The CHRP is one of eleven community benefit programs included in the Community Benefits Agreement of the Shipyard’s Phase 1 Development and Disposition Agreement for the redevelopment of the Shipyard (“DDA”).

The art to be installed on the Shipyard will be funded from a $1 million grant from the United States Department of Commerce, Economic Development Administration (“EDA”), which must be spent no later than August 15, 2010.

Agency staff intends to issue a Call for Artists (see Attachment 1) to initiate the artist solicitation and selection process for public art for the Shipyard. Staff will come before the Commission in September 2009 to hold a workshop on HPS Public Art’s mission, milestones, progress and next steps.

BACKGROUND:

The CHRP is one of eleven community benefit programs included in the Community Benefits Agreement of the Shipyard Phase 1 DDA. The CHRP is a critical component in the Agency’s strategy to restore the Shipyard’s role in supporting the economic vitality of the BVHP community. In addition to improving the quality of life for the residents who live there, the Program will ensure that the future Shipyard is not disconnected from the historic and cultural elements of its past. The CHRP will also underscore the level of public investment in the area,
making it a more attractive location to own a home or locate a business. Finally, the CHRP supports Agency’s efforts to create an Arts District for the Shipyard to attract cultural visitors to the Shipyard and to directly engage Bayview Hunters Point residents and businesses in the production, sale, and promotion of art.

The CHRP will create an art program that identifies opportunities for recognizing cultural components of the Shipyard and surrounding community in the development of the Shipyard, integrates cultural features and facilities throughout the Shipyard, and provides opportunities for local artists to participate in creating public art for the Shipyard.

To date, significant work has been completed to meet these objectives, including:

- A conceptual CHRP entitled “Remembering our Past for the Future” developed by Myles Stevens AIA, Stevens & Associates, with input from the Shipyard’s Citizen’s Advisory Committee ("CAC") in July 2004.

- Additional community outreach and input coordinated by Ilona McGriff, a consultant hired by HPS Development Co., LP (formerly known as Lennar/BVHP; “Lennar” or “Developer”) in 2005. This work focused the CHRP objectives on specific programs and opportunities at the Shipyard and included input from an exploratory committee comprised of interested stakeholders.

- The creation of a Hunters Point Shipyard, Phase I, Parcel A, Open Space & Streetscape Master Plan, approved by the Commission on January 17, 2009, that identified potential locations to place public art and to tell the story of the Shipyard and the surrounding Bayview Hunters Point (“BVHP”) community through interpretive features.

**DISCUSSION**

**HPS Public Art**

On May 19, 2009 the Agency Commission authorized a Personal Services Contract with HFA to facilitate implementation of HPS Public Art, the public art element of CHRP, and to work with the Agency to facilitate the selection, installation and maintenance of public art for Parcel A of the Shipyard.

HFA’s scope of work builds on what has been done so far and includes:

- Finalizing priorities and locations of programs and artwork through coordination with the CAC, the Agency, and the Developer.

- Drafting a Call for Artists to solicit proposals from artists

- Conducting outreach to artists and the BVHP community in general to inform about the Call for Artists.
- Convening a Pre-Selection Panel (who will conduct initial screening of applications) and an Artist Selection Jury (who will make artists selection) to recommend artists and artworks for specific locations.

- Providing oversight of the installation of selected art pieces.

- Developing a Maintenance and Collections Management Plan for the artwork on the Shipyard.

### Project Funding

The art to be installed on the Shipyard will be funded from a $1 million grant from the EDA, which must be spent no later than August 15, 2010. The goal of the EDA grant is to generate jobs, help retain existing jobs, and stimulate industrial and commercial growth in economically distressed areas of the United States.

### Process for Selection & Commissioning of Public Art

HFA in cooperation with Agency staff has outlined a process for the solicitation, selection and commissioning of public art for the Shipyard. This process is modeled on the San Francisco Arts Commission’s public art process.

The major phases of HFA’s work, as illustrated in the attached schedule (see Attachment 2), include: 1) Preparation of a Call for Artists; 2) Artist Selection; 3) Commissioning; 4) Fabrication and Installation of Art; 5) Maintenance; and 6) Project Close Out. The following paragraphs provide details about each phase:

1) **Call for Artists Preparation**

Solicitation and selection of artists will be conducted in two phases – a Qualifications Phase and a Proposal Phase. Artist solicitation will begin with the release of a Call for Artists which will invite artists to submit qualifications including a one-page letter of interest, a one-page approach to the project (maybe a written statement or concept drawing), a three-page resume, and up to ten images of past work. These submittals of the initial Qualifications Phase are intended to give background information about the artist’s experience and style and do not include actual proposals for specific public art for the Shipyard at this stage.

Extensive background research and document review preceded and was the basis for the Call for Artists. HFA reviewed documents pertaining to the history of the Shipyard, background on potential locations for public art on the Shipyard, and results of past community engagement efforts. In addition, HFA held a public workshop on June 30, 2009 at the Bayview Opera House to reconfirm the public dialogue about public art for the Shipyard, ensure that the available information still represents the spirit of the community and to obtain additional community input to determine what public art will be on the Shipyard. More than 60 people attended the workshop and shared their thoughts on two questions: (1) What aspects of the Shipyard do we want to
celebrate through public art? (2) What form should it take? The workshop results and major findings are summarized in the attached report (see Attachment 3).

2) & 3) **Artists Selection & Commissioning**

All submitted artists’ qualifications packages will be reviewed by a Pre-Selection Panel, consisting of Agency staff, San Francisco Arts Commission (“SFAC”) Public Art Division staff, a member of the HPS Public Art consulting team, and a Lennar representative. Under public art consultant Helene Fried’s guidance, the Pre-Selection Panel will screen the submittals to establish a pre-qualified candidate pool to be considered in the selection for HPS Public Art commission(s).

Pre-qualified artists will be presented to the Artists Selection Jury, the body who will make the determination as to which artists will be commissioned to create public art on Parcel A of the Shipyard, and which consists of senior staff representatives from the Agency, the SFAC, Lennar, no more than two arts professionals (such as artists, public art administrator, critics, curator, etc.) and one or more representative from the community. Commissioner Darshan Singh will represent the Agency Commission on the Artists Selection Jury.

For the Proposal Phase, the Artist Selection Jury will select finalists and invite those artists to submit specific Concept Proposals in the form of one or more concept boards. A concept board illustrates the artist’s concept and includes a description of the proposed project. As it is standard practice in public art commissioning, finalists will be paid a modest honorarium to develop the proposal, and potentially attend an interview with the Artist Selection Jury. Prior to submitting a proposal which includes a budget, finalists will have the opportunity to participate in a pre-submission meeting which will include a Shipyard tour to support understanding of the terrain and restraints of potential locations for public art.

All submitted proposals will be displayed at a prominent location in Bayview Hunters Point (potentially the Bayview Opera House located at 4705 Third Street) to give the people in the community the opportunity to view the submittals and provide comments. After one week of public exhibit of proposals, the Artists Selection Jury will convene in November 2009 for final deliberations and will recommend artists who will create public art for the Shipyard. The recommendation(s) of the Artists Selection Jury will be presented to the Agency Commission for approval of the Artist Selection Jury’s recommendation.

Selection Criteria include:

- Artistic merit as evidenced by representations of past work and creative expressions.
- Appropriateness of the chosen medium to the goals of the project.
- Experience or familiarity with projects of similar scale and scope or indication that the artist is prepared to create public artwork either by the artist's own hand or provide oversight of fabricator work.
Availability and commitment to participate with the Agency, project design team and local community, which is comprised of a diverse population.

Ability of the Artist to successfully complete the proposed artwork within the project budget and timeline for the requested services.

Familiarity or demonstrated capability to work in a professional manner with public agencies, the public review process and the public.

First-hand knowledge of the Hunters Point Shipyard community or proven experience working with other local communities.

Following the recommendation of SFAC, the selection process will be administered through CaFE TM, a web-based artist-application service that is being used for public art selection throughout the nation.

Once artists have been selected, each artist will be commissioned to fabricate artwork for the Shipyard based on their proposed concept. The project task comprises entering into contracts with each selected artist and authorizing each artist to begin fabrication of public artwork for the Shipyard.

4) Fabrication & Installation of Art

Artists will be authorized to begin creating public artwork by mid-December, 2009 and will be supported by HFA throughout the fabrication process. HFA will review artwork fabrication mid-term and at a final stage in July 2010. Artwork must be completed by July 2010 to ensure that all EDA reporting requirements can be met by the August 15, 2010 deadline. Subject to construction progress of Parcel A parks and open space, art pieces will be either installed in its final and permanent location or will be placed in an accessible interim location on the Shipyard.

5) Maintenance

HFA is also tasked to submit a Maintenance and Collections Plan for the art pieces. The Maintenance and Collections Plan, which will include a complete inventory of all of the artwork, lists of commissioned artists and complete contact information, will articulate a maintenance methodology, schedule and will suggest recommended vendors for maintenance services. In addition to stipulations pertaining to transfer of ownership from the artists to Agency and general insurance provisions, the insurance section will provide current value of the work at time of installation and suggest a timeline for insurance updates. The Maintenance and Collections Plan’s design and contents is intended to serve as both a maintenance workbook and an archival resource for the Agency.

6) Project Close Out

The Project Close Out phase is set aside to finalize all project documentation to satisfy Agency and EDA requirements. This will include a final project report consisting of documentation of the planning process, timeline, and participants who contributed to the public art initiative as
well as a complete art inventory, including professional photographs and acknowledgments. The Agency and the HPS Public Art team will celebrate the close out of the project with the BVHP community in a workshop in July or August 2010.

**CALL FOR ARTISTS RELEASE**

As a next step, staff plans to issue the Call for Artists on August 5, 2009 with a submittal deadline of September 23, 2009. In accordance with the Agency’s Purchasing Policy, the Call for Artists will be posted on the Agency’s website and on the City’s “Bids and Contracts” website and will be advertised in the following newspapers: San Francisco Examiner, San Francisco Post and Oakland Post. The Agency’s standard Request for Qualifications outreach protocol also provides for solicitation documents to be mailed out to the Agency’s list of Small, Minority and Women-owned Businesses. In addition, to reach as many artists as possible, art specific venues will be utilized for this Call for Artists, such as email lists for Shipyard artists, SFAC’s contact list of pre-approved artists and similar artist specific channels. HFA will focus on artists’ recruitment in August and September, 2009.

**FUTURE UPDATES**

Agency staff will keep the Agency Commission informed about developments and milestones for HPS Public Art. Future updates are scheduled for September 2009 after receipt of artists’ qualifications, December 2009 prior to entering into artists’ contracts and July or August 2010 at the time of project close out.

*(Originated by Amabel Akwa-Asare, Assistant Project Manager and Thor Kaslofsky, Project Manager Hunters Point Shipyard)*

Fred Blackwell
Executive Director

Attachment 1: [Call for Artists](#)
Attachment 2: [Project Schedule for HPS Public Art](#)
Attachment 3: [Report for June 30 Workshop](#)