

GENE FRIEND RECREATION CENTER IMPROVEMENT PROJECT PUBLIC ART PROJECT PLAN

For presentation to the Visual Arts Committee on July 19, 2023



BACKGROUND

In 2014, the San Francisco Recreation and Parks Department and The Trust for Public Land initiated a feasibility study and worked closely with the community to envision improvements to the Gene Friend Recreation Center, located in the South of Market (SoMa) neighborhood on 6th Street at the corner of Folsom Street. The Center provides indoor and outdoor recreation facilities and programs for youth, seniors, and members of the local neighborhood and community. Nearly 25 years in operation and at a time of unprecedented population growth within the neighborhood and the City, the Center will be rebuilt in order to create a safe, welcoming, modern resource for its constituents. After an extensive community engagement process and in partnership with Mark Cavagnero Associates and Kuth Ranieri Architects, the following project goals were identified: Create a space that is welcoming, open and safe; extend the Center's multipurpose uses, providing for a more productive use of space and additional indoor and outdoor programming; implement an approach that honors the neighborhood's cultural heritage; and increase access and value for site users.

ART OPPORTUNITIES

1. **Integrated Wall Opportunity:** Located in the Center's gymnasium and visible from the exterior at 6th and Folsom Streets. Artwork may be comprised of dye-sublimated aluminum panels, or other appropriate material, and can span either the center section in between two diagonal struts, or the entire expanse of the upper wall.



- 2. **Two-Dimensional Artwork Program:** Direct purchase of existing 2D artworks to be framed and mounted along prominent interior corridors.

PROJECT GOALS

The goals of the Gene Friend Recreation Center Improvement Project Public Art Project ("GFRCIP Public Art Project") are to illuminate the rich history and full diversity of San Francisco's SoMa neighborhood including recognition of [SOMA Pilipinas](#), the Filipino Cultural Heritage District, and to lift up the Center as a destination and proud neighborhood asset.

PROJECT BUDGET

- Total Art Enrichment Amount \$ 520,000
- Artwork Budget
 - o Integrated Wall Artwork \$ 206,550
Inclusive of all artist fees, as well as associated expenses for artwork design, engineering, fabrication, transportation, and consultation during installation.
 - o Site Work and Installation \$ 50,000
Managed by SFAC under a separate contract.
 - o Two-Dimensional Artwork Program \$ 50,000
Inclusive of artwork purchase, framing, and installation.

ARTIST RECRUITMENT APPROACH AND ELIGIBILITY

Arts Commission staff will post a Request for Qualifications, which is open to professional practicing artists who reside in the United States. Arts Commission staff may also select artists from other prequalified artist lists to be considered.

Recruitment will focus on artists with a meaningful connection to the neighborhood, which may include if the artist currently resides, has resided, or has other significant connections to the area. Artists will be asked to address their connection to SoMa as part of the application process, and the review panel will be instructed to consider this connection as part of their scoring criteria.

ARTIST SELECTION PROCESS

After the application deadline the Arts Commission staff will screen applications to establish the pool of artists meeting the minimum eligibility requirements, which are professional practicing artists who reside in the United States. The eligible applications will be presented to an Artist Qualification Panel consisting of two (2)



arts professionals and one (1) SFAC staff member who will review and score the applications to identify a shortlist of qualified artists to be considered for both the Gymnasium Integrated Wall Opportunity and the Two-Dimensional Artwork Program, outlined below. The scoring criteria for both art opportunities will include the artists' meaningful connection to SoMa.

For the Gymnasium Integrated Wall Opportunity: The list of qualified artists will be presented to the Artist Review Panel consisting of three (3) arts professionals, one (1) representative of the client agency, one (1) representative from the design team, one (1) Arts Commissioner, and one (1) community representative. The panel will identify three finalists who will be invited to develop conceptual site-specific proposals after attending an orientation session with the project team and key stakeholders. Each finalist will be paid an honorarium of \$2,500 plus travel reimbursement for development of a proposal.

The Artist Review Panel will reconvene to consider the finalists' proposals in an interview format along with any community input and will recommend one artist for the project to the Arts Commission.

For the Two-Dimensional Artwork Program: SFAC staff will shortlist artists from the qualified pool who work in two-dimensional media such as painting, drawing, photography, textile and collage. Shortlisted artists will be presented to the Two-Dimensional Artwork Program Artist Review Panel comprised of two (2) arts professionals, one (1) representative of the client agency, one (1) Arts Commissioner, and one (1) community representative.

The Artist Review Panel will score the shortlisted artists based on the following criteria: Artistic merit, innovation and originality as evidenced by representations of past work and other supporting material, Artist's work is judged to be appropriate to the goals of the project, and Artist's meaningful connection to the neighborhood. Ten (10) of the highest-scoring artists will be invited to submit images of up to 6 original artworks that are available for purchase for the Two-Dimensional Artwork Program. Size of unframed artwork should be no smaller than approx. 12 inches x 12 inches in any direction and no larger than approx. 60 inches x 60 inches in any direction. Purchase price of individual artwork will depend on scale of artwork and market rate for artist's work. Artists will be responsible for delivery to a specified



location. Framing and installation costs will be the responsibility of the Arts Commission.

The Artist Review Panel will reconvene to score the submitted artworks. Artworks receiving the 20 highest scores will be presented to the Visual Arts Committee for approval.

COMMUNITY INVOLVEMENT

- SFAC staff presented an overview of the public art project in conjunction with the capital improvement project presentation to core stakeholders in May and to the broader community in June of 2023.
- A community representative will serve on the GFRICIP Public Art Project Artist Review Panel and will participate in the Artist Orientation.
- The finalists’ proposals will be on display for public comment near the project site and on the SFAC website for two weeks prior to the final selection panel meeting.
- All selection panels, Visual Arts Committee (VAC) and Commission meetings are open to the public.

INTEGRATED WALL OPPORTUNITY TIMELINE (Subject to change) *

Community Meeting	June 8, 2023
Project Plan Approval (VAC)	July
RFQ Issued	August
RFQ Deadline	September
Qualification Panel	September
Artist Review Panel One	October
Artist Finalist Orientation	October
Finalist Proposals Due	December
Artist Review Panel Two (Final)	January 2024
VAC Approval	January
Arts Commission Approval	February
Artist Under Contract	March 2024

* Selection Process for the **Two-Dimensional Artwork Program** for interior corridors will commence January 2024

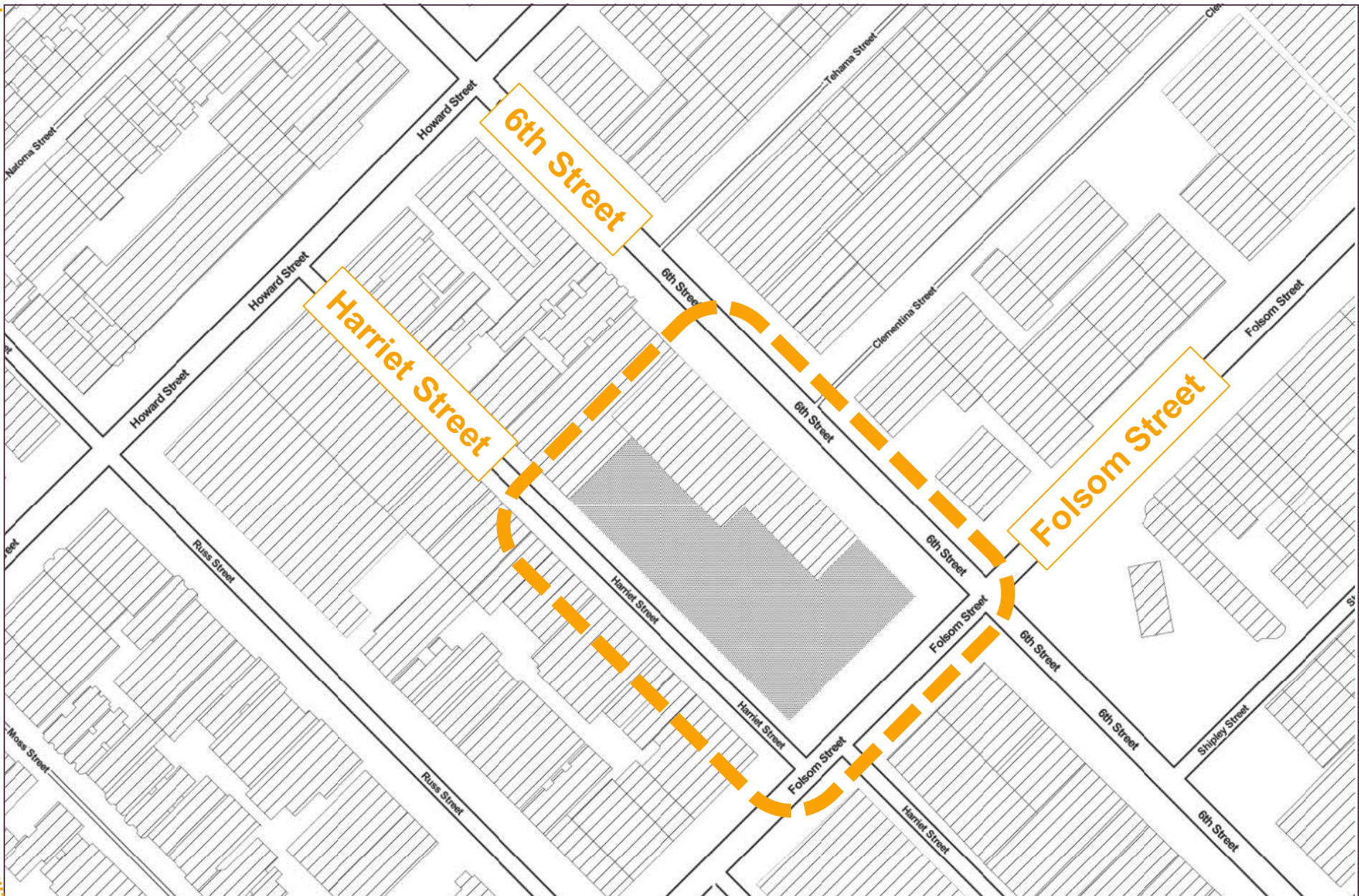
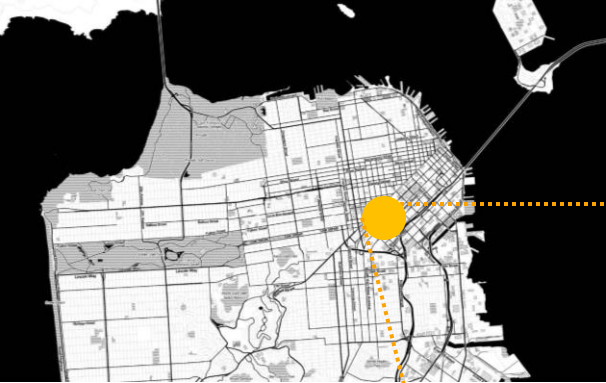


FURTHER INFORMATION: Contact Arianne Gelardin Davidian, Public Art Project Manager at (415) 310-8021 or by email at arianne.gelardin@sfgov.org.

GENE FRIEND RECREATION CENTER

PUBLIC ART PROJECT PLAN





THE
TRUST
For
OUR
LAND

Gene Friend Recreation Center

Feasibility Study & Concept Design

Community Meeting #2
May 28th, 2015



Outdoor Basketball
Courts



Playground



COMMUNITY OUTREACH AND INPUT



MARK CAVAGNERO ASSOCIATES | KUTH RANIERI ARCHITECTS - GENE FRIEND RECREATION CENTER

EXISTING FACILITY: SITE IMAGES



EXISTING - 6TH STREET ENTRANCE



EXISTING - HARRIET AND FOLSOM STREETS



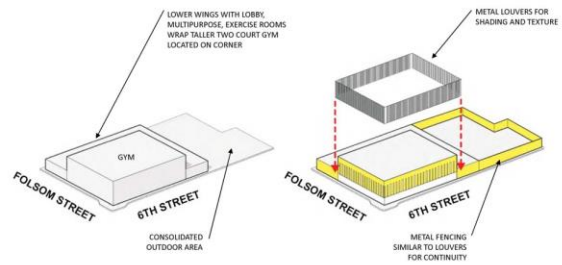
EXISTING - FOLSOM AND 6TH STREETS

MARK CAVAGNERO ASSOCIATES | KUTH RANIERI ARCHITECTS - GENE FRIEND RECREATION CENTER



INVITING ENTRY NOW ON HARRIET STREET
 MARK CAVAGNERO ASSOCIATES | KUTH RANIERI ARCHITECTS - GENE FRIEND RECREATION CENTER

PHASE II PROPOSAL: DESIGN CONCEPT DIAGRAM



MARK CAVAGNERO ASSOCIATES | KUTH RANIERI ARCHITECTS - GENE FRIEND RECREATION CENTER



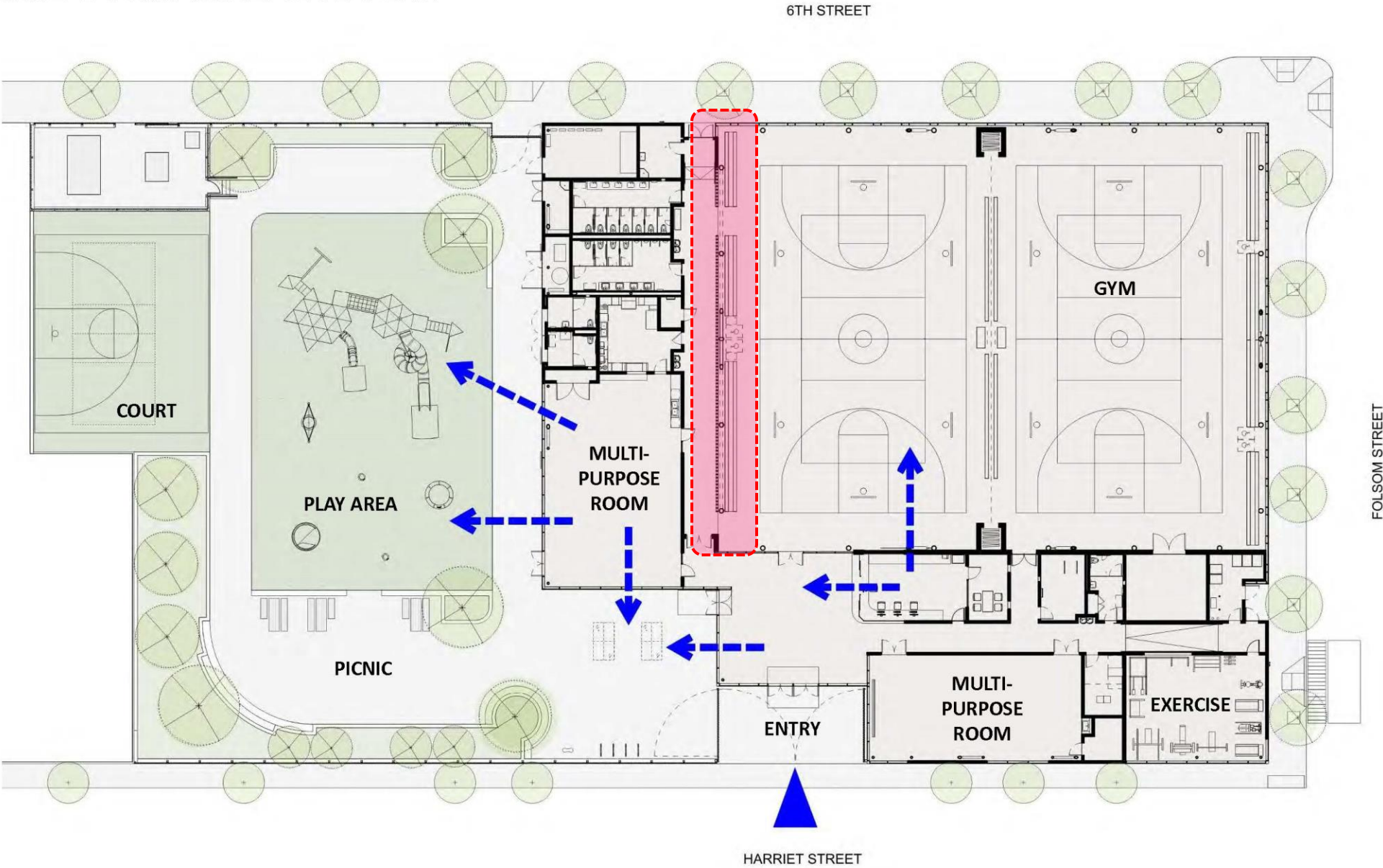
CORNER 6TH AND FOLSOM – GLASS LIGHTBOX IDEA RETAINED

MARK CAVAGNERO ASSOCIATES | KUTH RANIERI ARCHITECTS - GENE FRIEND RECREATION CENTER

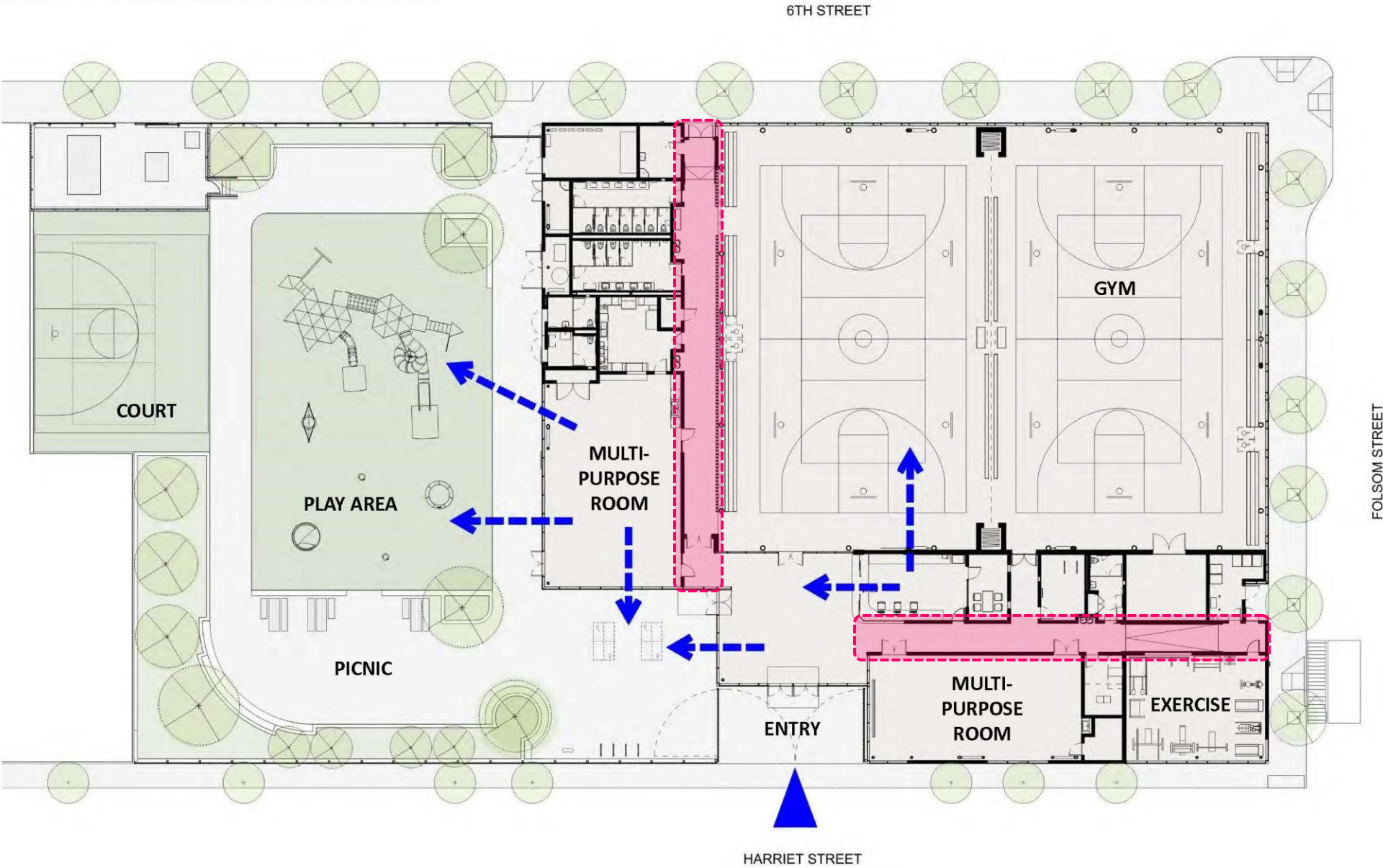
PUBLIC ART PROJECT GOALS

The goals of the Gene Friend Recreation Center Improvement Project Public Art Project (“GFRCIP Public Art Project”) are **to illuminate the rich history and full diversity of San Francisco’s SoMa neighborhood including recognition of SOMA Pilipinas, the Filipino Cultural Heritage District, and to lift up the Center as a destination and proud neighborhood asset.**

PHASE II PROPOSAL: SITE PLAN



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ART OPPORTUNITY #1

Integrated Wall Artwork

Located in the Center's gymnasium that is visible from the exterior at 6th and Folsom Streets. The artwork may be comprised of dye-sublimated aluminum panels, or other appropriate material.

Budget

Art Enrichment: \$ 520,000

Artwork Implementation:

- Artist Contract: \$ 206,550

Inclusive of all artist fees, as well as associated expenses for artwork design, engineering, fabrication, transportation, and consultation during installation.

- Site Work and Installation: \$ 50,000

Managed by SFAC under a separate contract

ARTIST SELECTION PROCESS

Artist Review Panel Composition

Qualification Panel

- 1 SFAC staff member
- 2 Arts Professionals

Artist Review Panel

- 1 Client Representative (RPD)
- 1 Arts Commissioner
- 3 Arts Professionals
- 1 Community Representative



ART OPPORTUNITY #2

Two-Dimensional Artwork Program

A selection of up to 20 existing 2D artworks to be framed and mounted along the prominent interior corridors.

Budget

Artwork Implementation: \$ 50,000

Inclusive of artwork purchases, framing, and installation

ARTIST SELECTION PROCESS

Artist Review Panel Composition

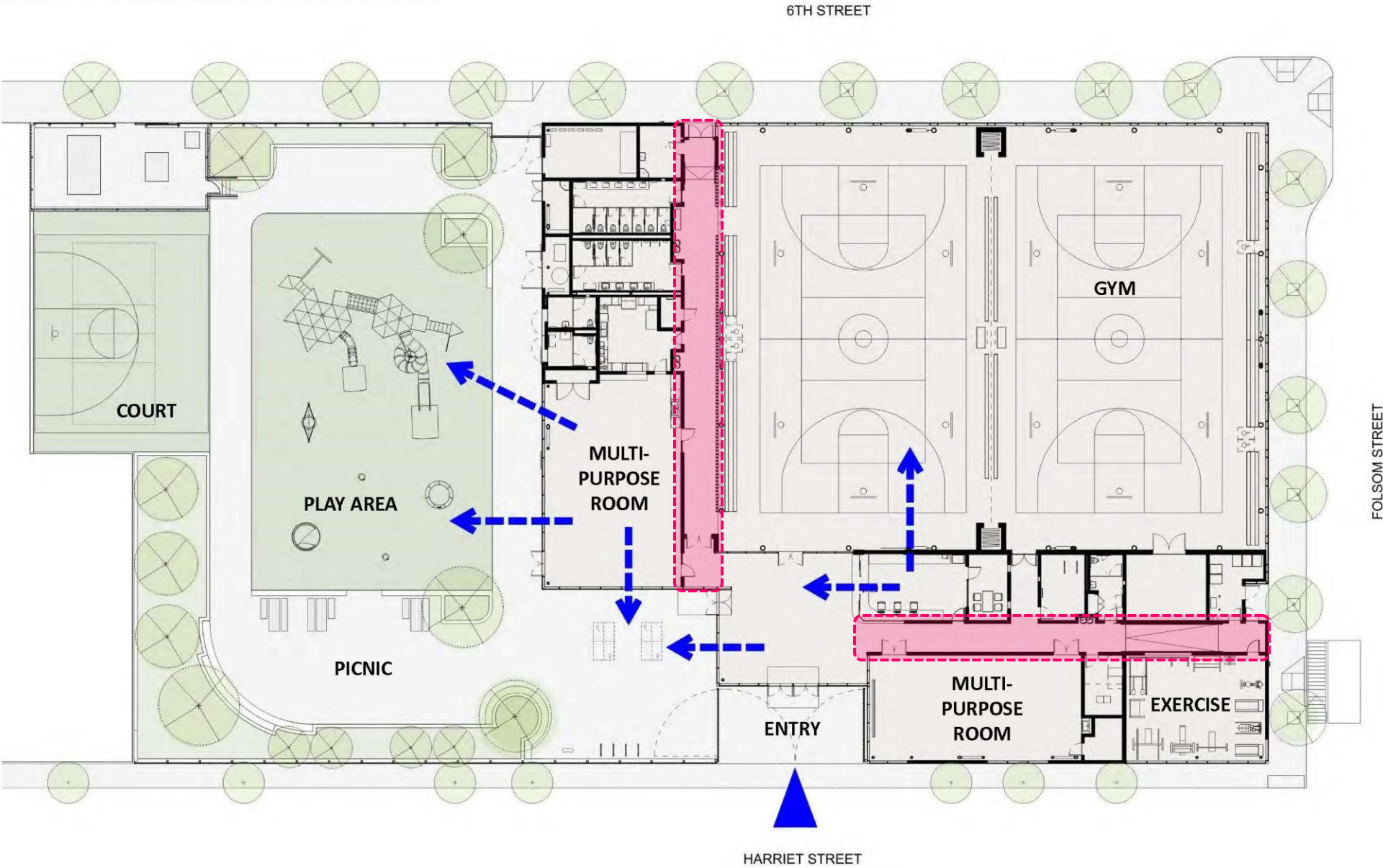
Qualification Panel (Combined with Opportunity #1: Integrated Wall Artwork)

- 1 SFAC staff member
- 2 Arts Professionals

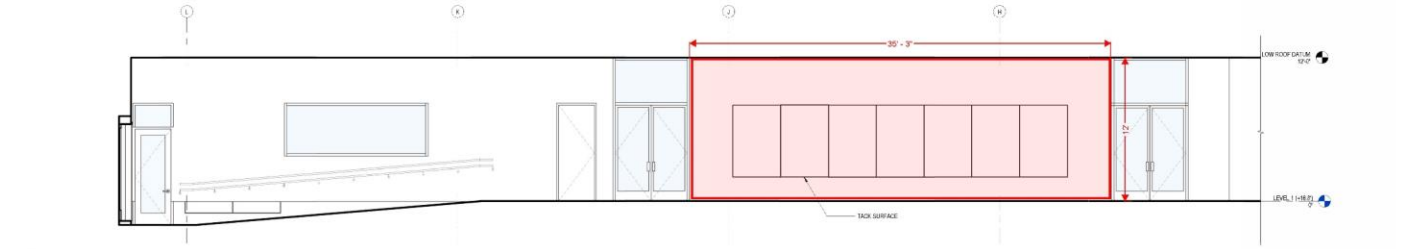
Artist Review Panel

- 1 Client Representative (RPD)
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PHASE II PROPOSAL: SITE PLAN

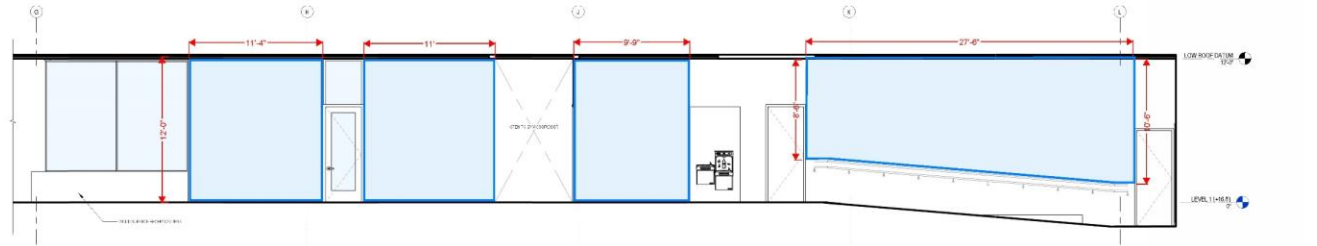


— PROPOSED ART LOCATIONS
— ALTERNATE LOCATION AREAS



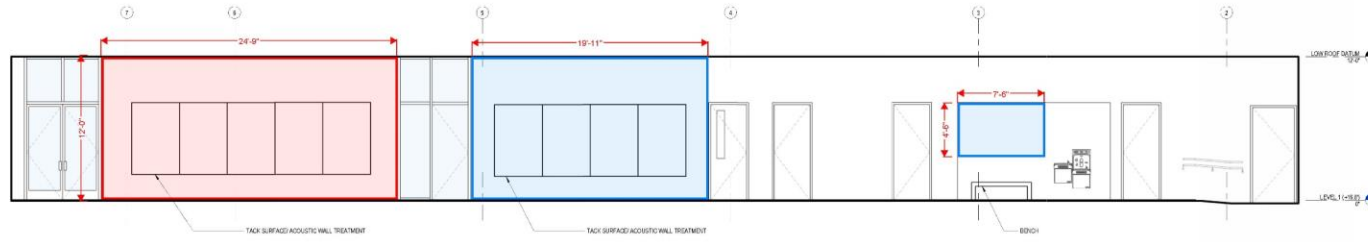
4 ELEV - HARRIET CORRIDOR WEST

SCALE: 1/4" = 1'-0"



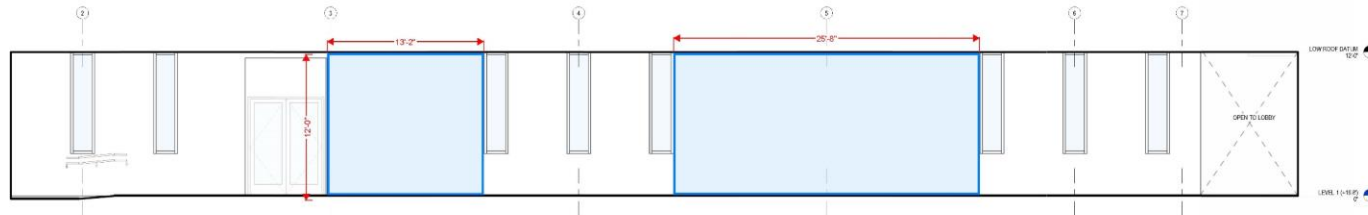
3 ELEV - HARRIET CORRIDOR EAST

SCALE: 1/4" = 1'-0"



2 ELEV - PARK CORRIDOR - NORTH

SCALE: 1/4" = 1'-0"



1 ELEV - PARK CORRIDOR SOUTH

SCALE: 1/4" = 1'-0"

REV.	DATE	DESCRIPTION
1	08/14/2022	ISSUE FOR PERMITTING

THE FIRM CAVAGNERO KUTYANEN ARCHITECTS IS PROVIDING THESE SERVICES TO THE CLIENT UNDER THE PROFESSIONAL SEAL OF THE ARCHITECTS OF CALIFORNIA.

Gene Friend Recreation Center
 270 8th Street, San Francisco, CA 94103

INTERIOR
 ELEVATIONS

A5.3

PROJECT TIMELINE (Subject to change)

Project Plan Approval (VAC + Full Commission)	July and August, 2023
RFQ Issued	August
RFQ Deadline + Qualification Panel	September
Artist Review Panel One + Artist Orientation	October
Finalist Proposals Due	December
Artist Review Panel Two	January 2024
VAC + Full Commission Approvals	January and February
Artist Under Contract	March

** Selection Process for **Two-Dimensional Artwork Program** for interior corridors will commence January 2024*