

11th AND NATOMA PARK PROJECT PUBLIC ART PROJECT PLAN



BACKGROUND

San Francisco's South of Market (SOMA) neighborhood is expected to see significant population growth in the coming decades with the implementation of the [Market & Octavia Plan](#). This plan envisions a vibrant, mixed-use neighborhood by responding to the City's goals for housing, transportation, and public realm improvements.

Currently, the southwest end of District 6 is especially limited in parks and open space for its residents. To provide more open space in the neighborhood, San Francisco Recreation and Park (RPD) has acquired a half-acre property on 11th Street, between Natoma Street and Minna Street, to develop a new park. The 11th and Natoma Park Project goals include promoting neighborhood connection and creating a space to serve a diverse and multigenerational community through a variety of park programs; connecting people to nature within the dense, urban environment; and designing a sustainable park that is climate appropriate, ecologically valuable, maintainable, and long-lasting.

The project site is located in the southwest corner of SOMA's [Filipino Cultural Heritage District](#) and one block from the [Leather and LGBTQ Cultural District](#).

ART OPPORTUNITY

As part of the park development, RPD plans to install an 11-foot high, powder-coated aluminum perimeter fence and entry gate along the 11th Street frontage of the park, which provides an opportunity for the integration of artist-designed fence panels. Artists will be responsible specifically for the design of up to 1300 square feet, which will be fabricated and installed by a separate contractor paid for and managed through the RPD park project.

PUBLIC ART PROJECT GOALS

- Promote neighborhood connection, a sense of belonging, inclusivity, and play. This may include celebrating the diverse identities, values and living legacies of SOMA Pilipinas and the Leather & LGBTQ Cultural Districts.
- Provide an artwork opportunity for artists with a meaningful connection to the neighborhood.
- Engage the community through artist-led programming to help inform the development of the artwork design.

ART ENRICHMENT AND ART IMPLEMENTATION BUDGET

- Total Art Enrichment Amount: \$ 110,000
- **Artist Contract (Design Only): \$ 25,000**
Artist Contract will be for design only, and is inclusive of all artist's fees, as well as associated expenses for design and consultation during fabrication and installation.

**An estimated architectural credit of up to \$79,792 (\$61.38 per square foot) will be applied to the fence artwork fabrication budget in areas where the artwork replaces the existing fence panels, with installation to be covered by the Capital Improvement Project budget.*

ARTIST RECRUITMENT APPROACH AND ELIGIBILITY

Arts Commission staff will post a Request for Qualifications (RFQ), which is open to professional practicing artists and artist-teams who reside in the United States. Recruitment will focus on artists with a meaningful connection to the South of Market District. Artists will be asked to describe their connection as part of the application process, as well as how they may engage the community in the development of the artwork design. The review panel will be instructed to take these responses into consideration as part of their application 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 one (1) SFAC staff member, one (1) representative of the client agency (RPD), and one (1) arts professional who will review and score the applications to identify a short list of 15-30 qualified artists to be considered for the project opportunity.

The list of qualified artists will be presented to the 11th and Natoma Park Project Artist Review Panel consisting of one (1) representative of the client agency, two (2) arts professionals, one (1) Arts Commissioner, and one (1) community representative. The panel will identify three (3) finalists who will be invited to develop conceptual site-specific proposals after attending an orientation session with the project team and key stakeholders. These finalists will be paid an honorarium of \$3,000 each plus travel reimbursement for the development of a conceptual proposal.

The 11th and Natoma Park Project Artist Review Panel will reconvene to consider the finalists' proposals in an interview format and will select one artist for recommendation to the Arts Commission.

COMMUNITY INVOLVEMENT

- Arts Commission staff will present a draft of the project plan to the community and seek feedback on the identified art opportunity prior to posting the RFQ.
- A community representative will serve on the 11th and Natoma Park Project Artist Review Panel and will participate in the Artist Orientation.
- In collaboration with RPD and SFAC, artist will develop and facilitate a community engagement program to receive visual, conceptual, and/or narrative input on their artwork design directly from members of the community.
- 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 review panel meeting.
- All review panels, Visual Arts Committee (VAC) and Commission meetings are open to the public.

TIMELINE (Subject to change)

Project Plan Approval (VAC)	March 20 2024
RFQ Issued	March 26
RFQ Deadline	May 1
Qualification Panel	Week of May 6
Artist Review Panel One	Week of May 13
Artist Finalist Orientation	Week of June 3
Finalist Proposals Due	August 5
Public Comment	September 2 - 13
Artist Review Panel Two	September 16
VAC Approval	September 18
Arts Commission Approval	October 7
Artist Under Contract	November 1

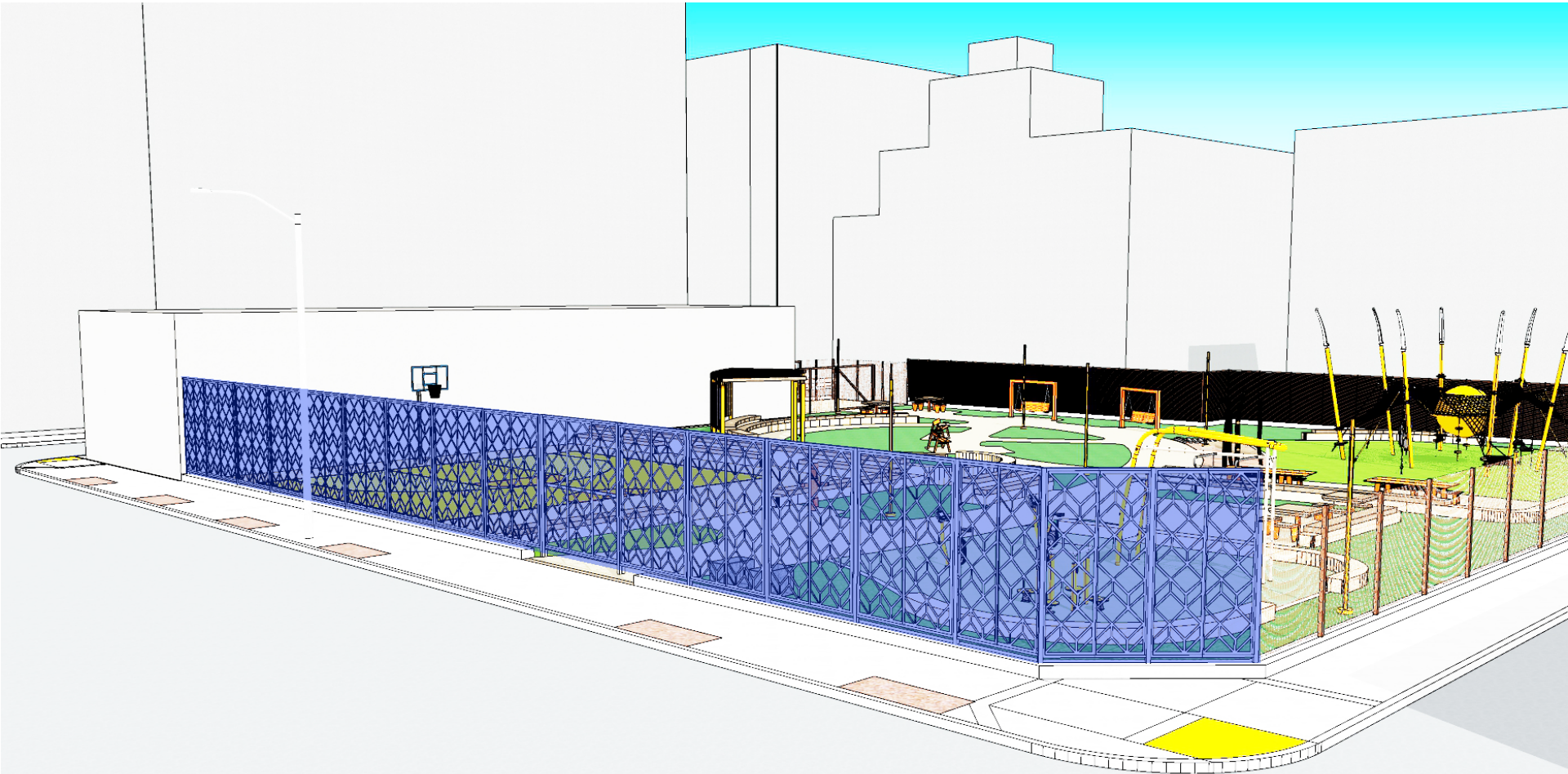
FURTHER INFORMATION

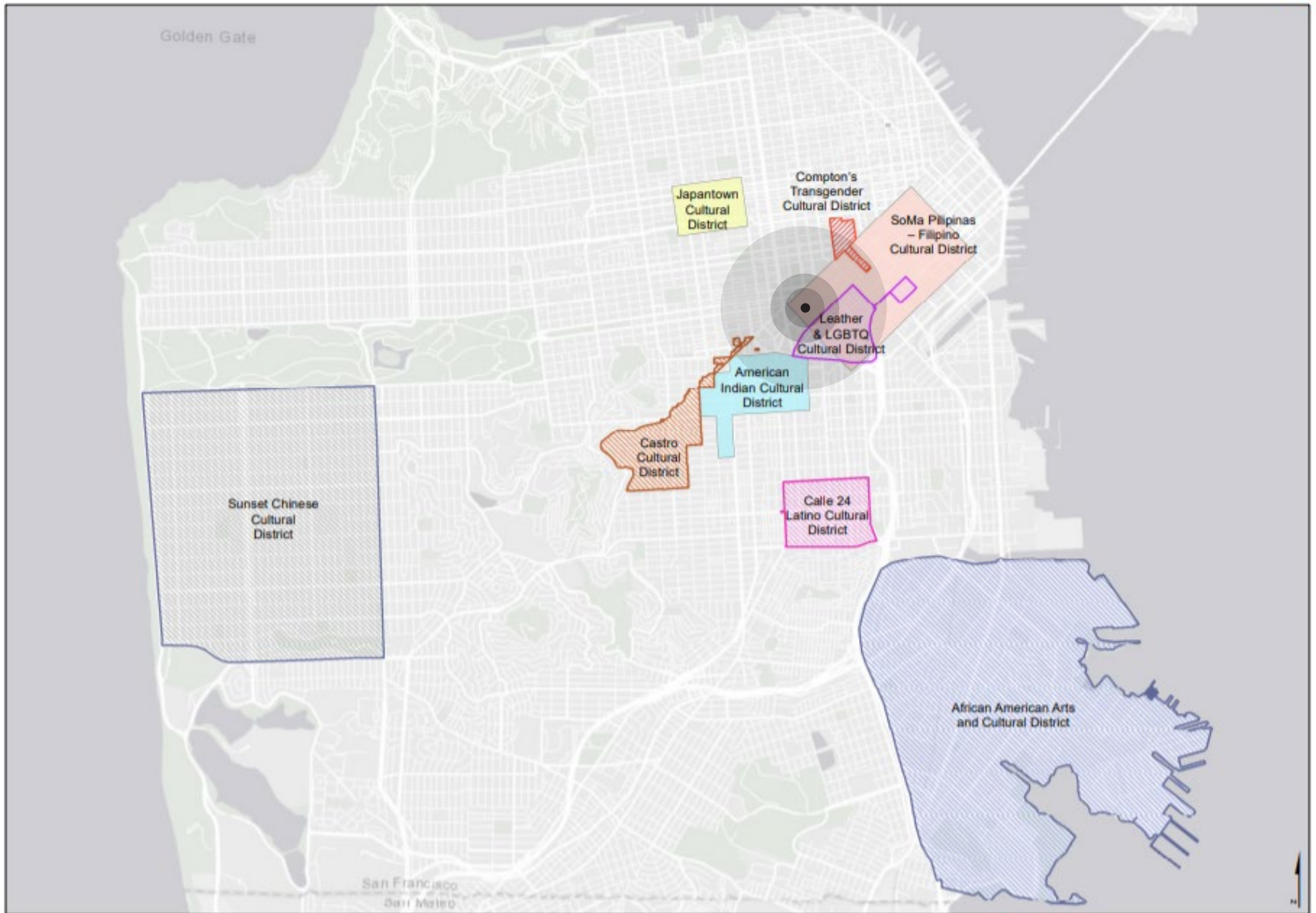
Contact Arianne Gelardin Davidian, Public Art Project Manager at (415) 310-8012 or by email at arianne.gelardin@sfgov.org.

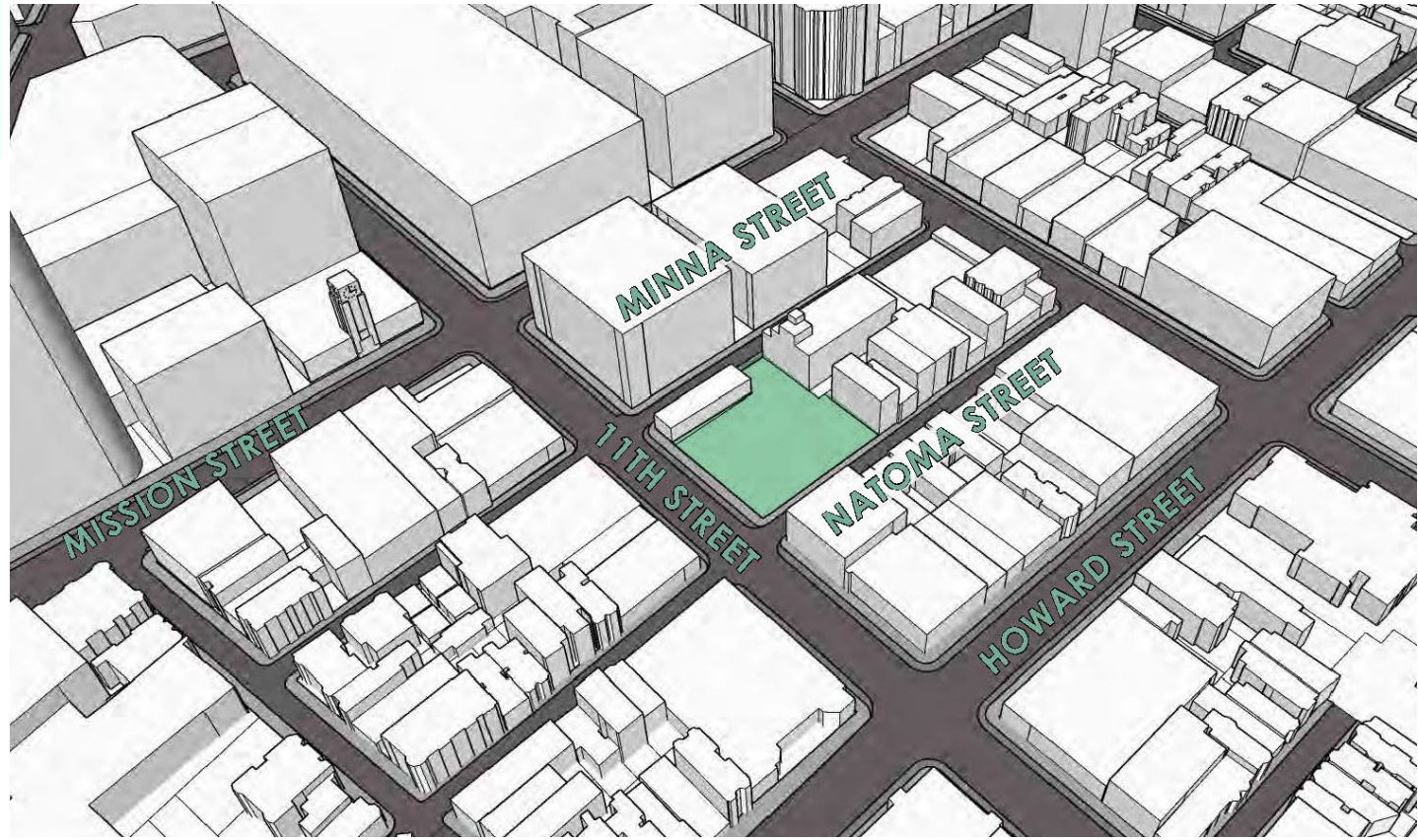
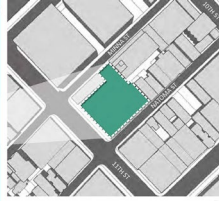
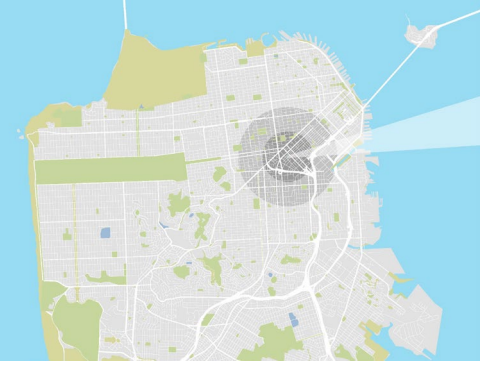
PUBLIC ART PROJECT PLAN

11th And Natoma Park Project

Visual Arts Committee – March 21, 2024







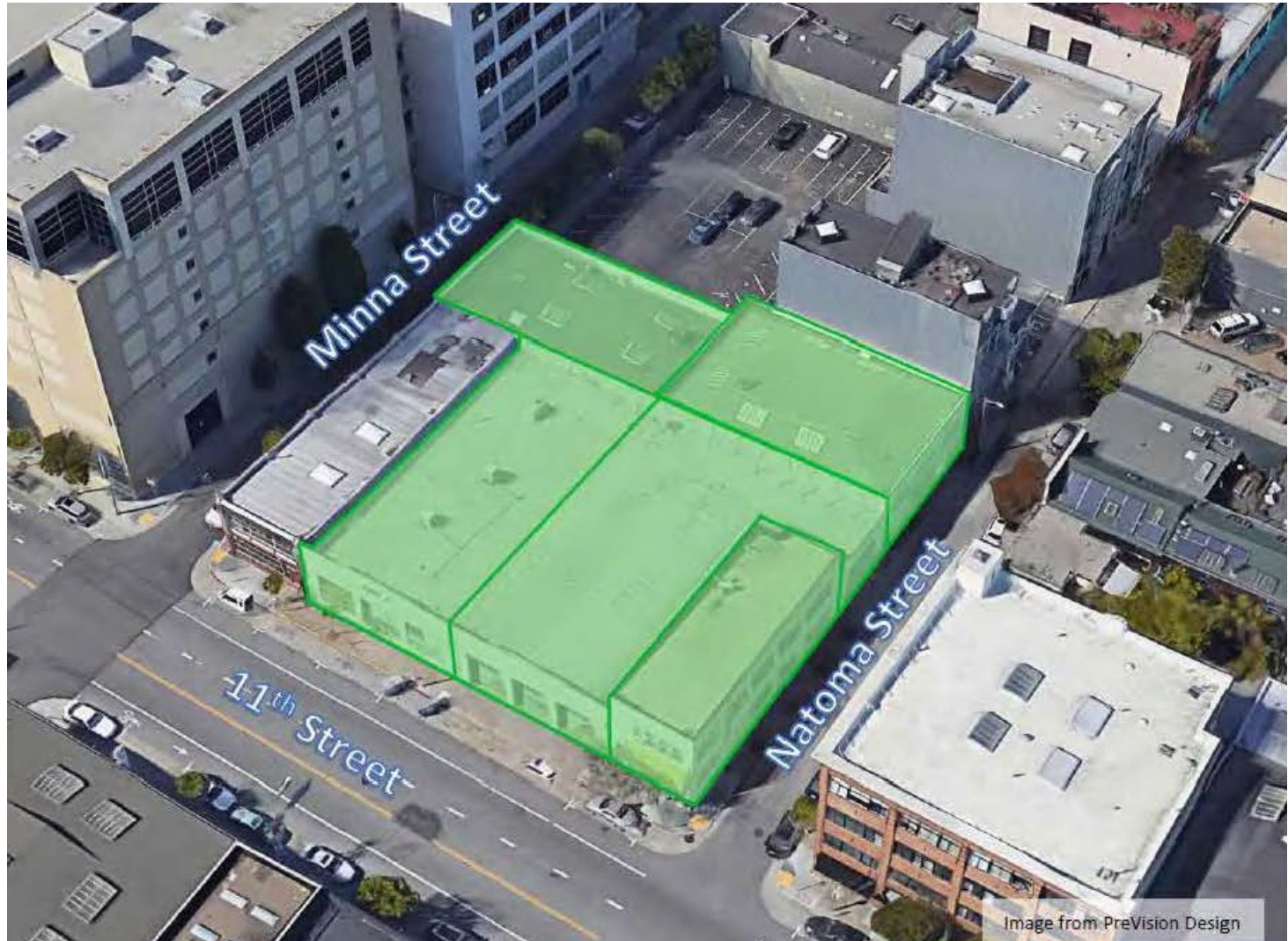


Image from PreVision Design









THE TERRACES

A tree-filled balance of tranquil garden and active spaces invites a diverse range of people to the park.

ACTIVE TERRACE

Spaces that support physical health and games activate the park entrance and provide a buffer against busy 11th Street.

- a** Multi-use half-size court
- b** Adult fitness area

GARDEN TERRACE

Situated in the prime sun zone of the site, lush planting beds and meandering paths frame and connect a variety of intimate spaces with individual and social seating.

- c** Garden planting beds
- d** Group seating areas
- e** Quiet individual seating areas
- f** Community plaza

PLAY TERRACE

A nature exploration area links the school-age children's play area with the surrounding park plantings

- g** School-age childrens' play area
- h** All-ages nature exploration area

OTHER ELEMENTS

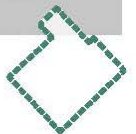
- i** Dog relief area
- j** Recreation & Parks Dept Maintenance Shed
- k** Garden Shade Structure (pending budget)



..... 8' Park Perimeter Fencing

11th & NATOMA PARK

Civic Design Review: Conceptual | 03.20.23





THE TERRACES

Under the canopy of trees, a balance of tranquil garden and active spaces invites a diverse range of people to the park.



**PUBLIC
WORKS**
Building Design & Construction

11th & NATOMA PARK

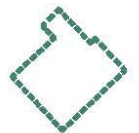
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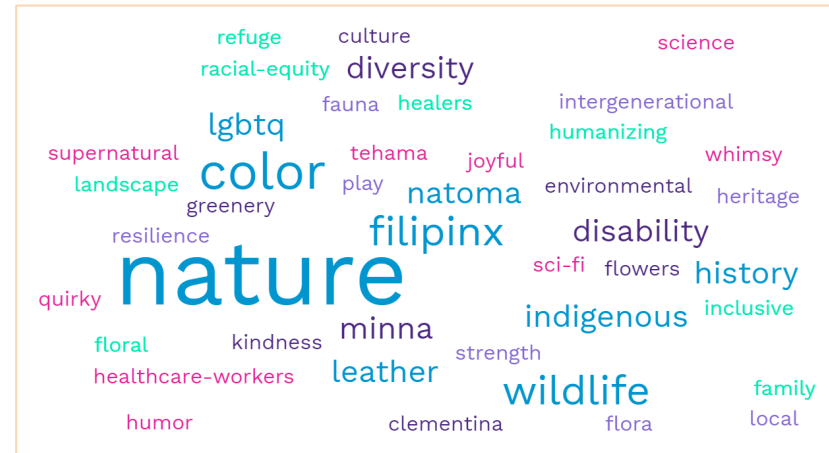
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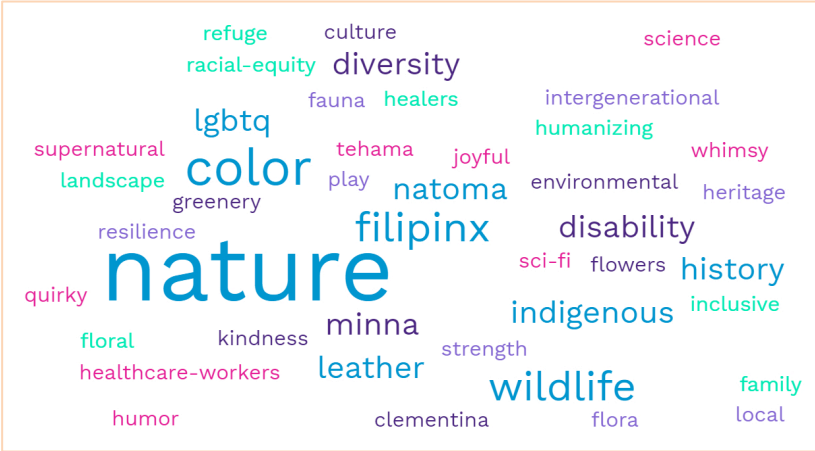
ART OPPORTUNITY COMMUNITY SURVEY (June 2023)

- Outreach via Arts Commission and Rec and Park's monthly newsletter and social media (9000+)
- 500+ neighborhood mailing list
- Provided survey in Filipino, Chinese, Spanish, and English
- Total survey submissions - 70



ART OPPORTUNITY
COMMUNITY SURVEY (June 2023)

***What themes would you like
to see reflected in the artwork
at 11th and Natoma Park?***



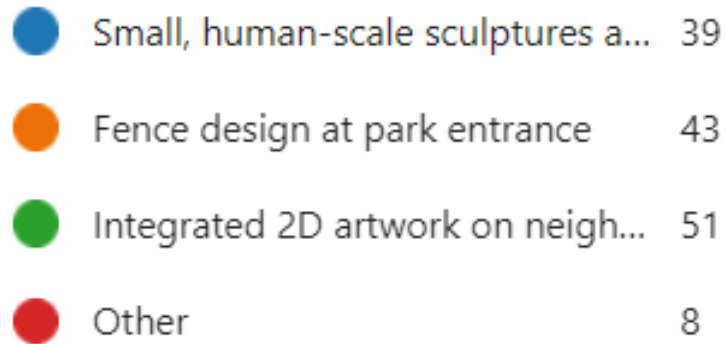
***What should the artwork
convey to future generations?***



PUBLIC ART PROJECT GOALS

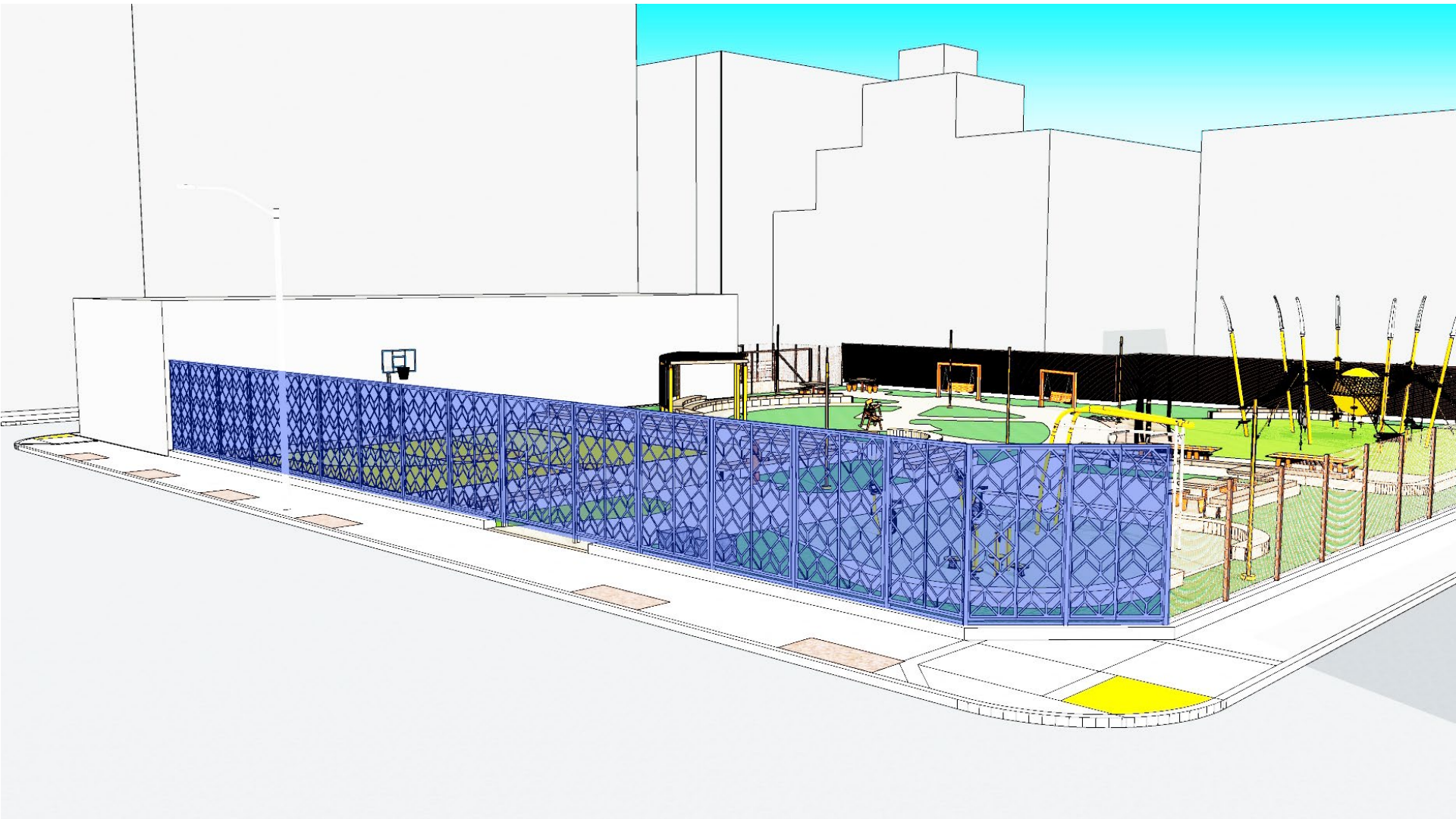
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ART LOCATION (from survey)



“Visible from the street”

“Collaborative”



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BUDGET

Total Art Enrichment Amount:	\$ 110,000
Administration	\$ 22,000
Conservation	\$ 11,000
Art	\$ 77,000

Artist Selection, Contingency, Signage, etc. \$ 24,000

Artist Contract (Design Only): \$ 25,000

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Delta for Fabrication \$ 28,000

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Michael Bartolos, Mission Playground



Carmen Lomas Garza
17th Street and Mission Park

sfac san francisco
arts commission

Carmen Lomas Garza
American, b. 1940

The Great Blue Heron

© 2017
Painted water-jet cut steel panel

The great blue heron depicted here illustrates, from a wingspan of approximately 8 to 10 feet, Mission Creek that flows beneath this site historically provided a habitat and hunting ground for the great blue heron as its search for frogs, fish, grasshoppers and other small animals. Here the bird carries a leafless branch, the building materials for its nest.

Collection of the City and County of San Francisco



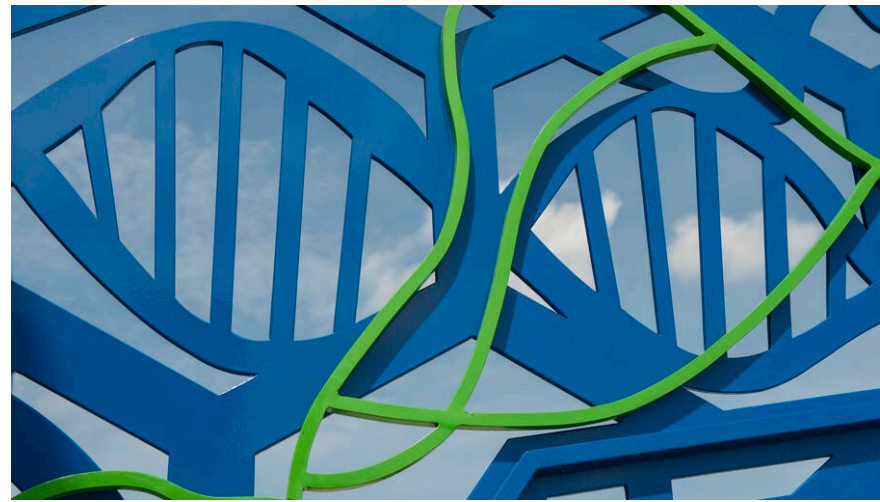


Mary Shindell – Palo brea Arbor, Tempe AZ





Linda DePalma, Maryland Public Health Lab





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Artists will be asked to describe their connection to the neighborhood as part of the application process, as well as their interest and ability to develop and participate in community engagement programming as part of their artist contract. The review panel will be instructed to take these responses into consideration as part of their scoring criteria.

Artist Qualification Panel

- 1 SFAC staff member
- 1 Client Representative
- 1 Arts Professional

Artist Review Panel

- 1 Client Representative
- 2 Arts Professionals
- 1 Arts Commissioner
- 1 Community Representative

ARTIST SELECTION

Finalists are paid an honorarium of \$3,000 each plus travel reimbursement for the development of a conceptual proposal.

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