

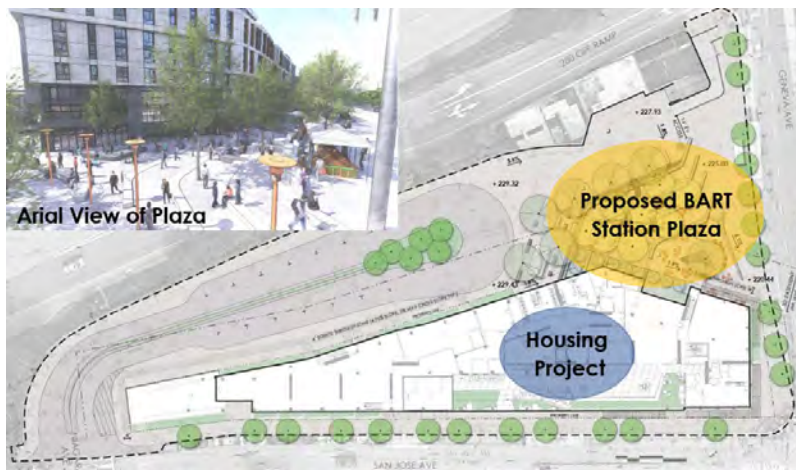
CALL FOR ARTISTS / REQUEST FOR QUALIFICATIONS

Balboa Park Upper Yard (BPUY) Housing Project 2340 San Jose Avenue San Francisco, California

Submission of Qualifications Deadline: Friday, November 13, 2020

Mission Housing Development Corporation (MHDC) in partnership with The Related Companies of California (TRCC) invites qualified artists residing in the State of California, with a preference for local Bay Area artists, to submit their qualifications for the commissioning of artworks for Balboa Park Upper Yard (the Project), a residential development adjacent to the Bay Area Rapid Transit (BART) Balboa Park Station (Balboa Park BART), west of the intersection of San Jose Avenue and Geneva Avenue. The Project will provide 131 new affordable housing units for families and approximately 10,000 square-feet of community serving commercial space. Due to the location of the Project (within the San Francisco Planning Code District C-3) and because there is a ground lease from the City's Mayor's Office of Housing and Community Development, MHDC/TRCC (Project Team) is required to provide art equal to 1% of that portion of the Project's construction cost to be paid for with public funding from the City of San Francisco (City). The art will be installed and maintained in areas within the Project site that are clearly visible to the public.

The Project Team intends for the artworks to be an opportunity to add to the community specifically and to be incorporated into the building in order to make the Project feel like a part of the neighborhood from the day it opens its doors.



Bart Plaza

San Francisco's Balboa Park neighborhood includes the most heavily used BART station outside of downtown San Francisco. The neighborhood has always been home to immigrant families, and over the past 30 years has become home to Latin American, Asian, and African American residents, making it the most ethnically diverse district in San Francisco. It is also the home to many schools, including the historically significant Balboa High School and City College of San Francisco.

The Balboa Park Upper Yard

housing development is part of the City's larger Balboa Park Station Area Plan (Area Plan) to connect, restore, and enhance the area. The Balboa Park BART station is part of a highly prominent and transit-accessible site where three Muni trains, four BART lines and seven bus lines all converge. Additionally, improvements to the Balboa Park BART Station Plaza (BART Plaza) adjacent to the Project are also included in the Area Plan. These improvements aim to improve the safety and accessibility for pedestrians, bicyclists, motorists and intermodal travelers, as well as establish an inviting and well-defined street presence, and a stronger sense of civic identity.

Parameters and Locations for Artworks

Although the BART Plaza is being revitalized in conjunction with the new housing, the revitalization is not part of the housing construction budget, and therefore, art will not be placed on the BART Plaza. The exterior façade of the building facing the BART Plaza is an excellent opportunity for the Art.

Public access surrounds the Project on all sides, providing several opportunities for impactful art that complies with the regulation, while adding to the architectural design interest of the building. Though the Project Team will be open to other suggestions during the community outreach process, the team has identified the following possible areas for the public art installation:



Exterior Façade adjacent to BART Plaza

The façade of the Project facing the newly revitalized BART Plaza will be highly visible from the Plaza itself, but also from the station across the street. This is the preferred primary location for the public art.

The resident community room for the Project could also be a supplemental location as it abuts the revamped BART Plaza, raised slightly, which makes it visible from the BART Plaza.



Fencing along San Jose Avenue

An area of fencing along San Jose Avenue, as shown in the red box, could be considered as a second location to enliven the pedestrian corridor along San Jose Avenue.

The artwork must meet the requirements of the Public Art Ordinance as described in Section 149 of the San Francisco Planning Code and in the brochure “Fine Arts Guidelines”.



Media

Open to all media appropriate to public spaces, including artists working in 2-dimensional and 3-dimensional media, including interactive lighting and materials, or sculptural pieces affixed to the side of the building.

Budget

Currently the budget has not been fully determined but is estimated to be \$225,000 total and may be assigned to one or more of the locations under consideration. This sum must cover all related costs of design, insurance, materials, fabrication, and installation. Allocation of funds will be determined during Phase II of the Selection Process.

Eligibility

Open to professional artists or artist teams residing in California with preference given to Bay Area artists. Artists/teams should submit only one application. It is encouraged that artist teams include emerging artists. Artists whose work involve community participation are encouraged to apply. The selected artist(s) or artist team(s) will collaborate with the Project Team to engage the community to solicit input related to the community's goals for the public art.

The Project is administered by the San Francisco Mayor's Office of Housing and Community Development ("MOHCD"). The San Francisco Contract Monitoring Division ("CMD") has assigned a 20% San Francisco Small Business Enterprise ("SBE") participation goal for professional services subcontracting. The Project Team is responsible for meeting the overall SBE Participation goal of 20%, which includes any design and pre-construction services. Although not required, artists certified as Disadvantaged Businesses Enterprises ("DBE"), SBEs, MBEs, WBEs and LBEs are strongly encouraged to reply to this request. More information on CMD certification and requirements can be found at <http://sfgsa.org/index.aspx?page=6711>.

Criteria for Selection

- *Artistic excellence
- *Appropriateness to the sites
- *Durability of design and materials
- *Minimum maintenance requirements and resistance to vandalism
- *Safety
- *Proven ability through past works to undertake a project of this scope

Artist Selection Process

The public art process involves the public from the initial selection phase to dedication. Public art is the placement and integration of original artworks into public spaces. For this purpose, the Project Team has assembled a group of community stakeholders (Working Group) in the Excelsior District. The Working Group will be highly involved in recommending, recruiting, and selecting the artist(s) to ensure the commissioned artwork reflects the Excelsior community's values and priorities.

The San Francisco Planning Department staff will have final review and comment on all selections before artists are contracted to fabricate their work.

Phase I: A panel consisting of representatives from Mission Housing Development Corporation (MHDC), Related Companies of California, LLC (TRCC), the San Francisco Mayor's Office of Housing and Community Development, BART, a member of the Working Group, and an Art Professional will select up to a total of six finalists to submit proposals. At this time, because of the



current pandemic and to insure everyone’s safety, it is assumed that all meetings will occur virtually.

Phase II: Either virtually or during an actual site visit, it is anticipated that artists will propose their preference for a specific location and before completing proposals, the Selection Panel will approve the artists’ requests. After approval of the location, the finalists will submit proposals. The Panel will make their preliminary selection decisions based on eligibility and criteria described above. An honorarium of \$1,000 will be awarded to all finalists upon submission of their proposal.

Estimated Timeline

November 13, 2020:	Deadline for Submission of Qualifications
By December 11, 2020:	Selection of Finalists
February 5, 2021:	Proposals Due
February/March 2021:	Community Input
March 2021:	Final Selections
March 2021 – Summer 2022:	Approval by Appropriate Organizations and Fabrication
Fall/Winter 2022:	Installation of Artworks

Requirements for submission of qualifications (Artists may indicate desired location but it is required):

- 1 . One page letter of interest describing experience and an approach to the project and resume (up to 3 pages) in a **PDF**.
- 2 . Up to ten (10) images of past work. All images must be jpegs in **Power Point Presentation**. Number each image in the lower right hand corner corresponding to the number on the accompanying Annotated Image List.
3. The Annotated Image List must include title of artwork, media, dimensions, year completed, budget and commissioning agency if appropriate, and a number as specified above. Please include a brief and clearly narrated description for each image. **Combine with #2 in a PDF**
4. If applying as a team, please designate a lead artist as the primary contact. A maximum of 5 images may be submitted per artist.

Deadline for Submission: Friday, November 13, 2020 via email to lynne@baerartprojects.com

Inquiries to: Lynne Baer, Public Art Advisor, via email lynne@baerartprojects.com

For further information on the commissioning organizations, visit www.missionhousing.org and www.relatedcalifornia.com