Cultural Arts & Marketing
Department of Economic & Workforce Development

CITY OF OAKLAND

ITEM VI AGENDA REPORT

To: Public Art Advisory Committee
Attn: Allison Cummings and Bryan Cain, Co-chairs
From: Kristen Zaremba, Public Art Program
Date: February 6, 2017
RE: Hanover Properties Public Art in Private Development Proposal for Broadway and 27th Street Developments, by artist team HYBYCOZO

Summary

The Public Art Advisory Committee is asked to review and comment on the proposed public artwork designs developed by the Oakland-based artist team Yelena Filipchuk and Serge Beaulieu (dba HYBYCOZO) for two new public plazas in the public right of way, adjacent to development sites at 2450 Valdez Street and 325 27th Street, at Broadway.

The project was designed to comply with the public art in private development requirement, and the City requirement that public art projects intended for placement on City property be reviewed by the Public Art Program and approved by the Public Art Advisory Committee.

The City's current private development requirement is for nonresidential development to contribute 1.0 percent and residential development to contribute 0.5 percent of building development costs for public art. The current proposal complies with these requirements, as documented in the submittal included here. Building construction is underway. The artwork will be permitted through a "p-job" permit for improvements in the public right of way, and remain the property of and be maintained by the Hanover Company.

The artist team was selected for this project through a competitive process facilitated by art consultant Helene Fried. The proposal was reviewed by the Planning Commission's Design Review Committee per the original project conditions of approval, to evaluate the plaza designs with integration of the proposed artwork, on January 25, 2017. Committee members provided positive feedback but request additional renderings and details regarding the day and night time expression of the work in relation to the surroundings, and indicated additional plantings and more assurance of activated spaces are desired.

Action Requested

The Public Art Advisory Committee is asked to review, discuss, approve or approve with conditions, and/or provide comments on any outstanding design concerns.

Respectfully submitted,

Kristen Zaremba, Senior Public Art Manager

Cultural Arts Programs

Economic & Workforce Development

CITY OF OAKLAND

PUBLIC ART FOR PRIVATE DEVELOPMENT

CHECKLIST FOR ON-SITE ART PROJECTS

SUPPLEMENTAL INFORMATION PACKET – TO BE SUBMITTED PRIOR TO, OR CONCURRENT WITH BUILDING PERMIT APPLICATION

1. **Updated construction valuation** (Including basis for valuation verified by Building Services staff.)
2. **Artwork budget** (Including enumeration of any consultant fees.)
3. **Value of artwork to be placed on site**
4. **Artist resume or C.V. and 3-5 examples of past work**
5. **Artist's contract** (Including project scope, schedule, materials and methods, etc.)
6. **Visual proposal** (Digital file and 11 x 17 in., color rendering of the proposed artwork / design.)*
7. **Project site plan, site photos and project mock-up** (Digital mockup or rendering indicating proposed artwork location within the development – to scale and in relation to all surroundings including landscaping, public rights-of-way, street frontage, parking lots, etc.)*
8. **Artist's statement and description of proposed artwork** (Including conceptual approach and other relevant design information; roles and responsibilities of all art project partners.)*
9. **Materials** (Include samples or photo documentation of samples.)*
10. **Maintenance Plan ***
11. **Programming Plan (If applicable- for Alternative Compliance Proposals including on-site art exhibit or cultural programming space.)**
12. **Planning and Building Documentation Requirements** (List of anticipated Building Services requirements, including additional signage and building permits, insurance, etc.)
13. **Optional: Community outreach documentation** (Or other indication of support for project from neighboring community.)

*Items may be included as part of the artist's contract materials for staff review.

Please Note: Certificate of Occupancy will not be issued until all items listed above and proof of artwork installation are received.

Contact your assigned Case Planner with questions regarding overall design review, project budget calculations and permits.

Contact Public Art staff with questions and more information regarding the Public Art requirements:
Kristen Zaremba, Acting Cultural Arts Manager: kzaremba@oaklandnet.com / 510-238-2155
Economic & Workforce Development Department
www.oaklandculturalarts.org

THE HANOVER COMPANY

279 Front Street, Suite 102 | Danville, CA 94526 | Tel: (925) 490-2990
www.hanoverco.com

January 23, 2017

Kristen Zaremba
Cultural Arts Manager
Cultural Arts & Marketing, Economic & Workforce Development Department
1 Frank H. Ogawa Plaza
9th Floor
Oakland, CA 94612

Re: Supplemental Information Packet / PAAC Submittal
Public Art for Private Development Checklist Items
2450 Valdez Street, PLN 15-336 / B1601760
325 27th Street, PLN 15-241 / B1601578

Dear Ms. Zaremba:

In preparation for the PAAC meeting on February 6, 2017 please find attached the Public Art for Private Development supplemental information as required by Cultural Arts Programs & the Economic and Workforce Development Department. I have attached the following documents for your review:

- Checklist Item #1 – Updated Construction Valuation
- Checklist Item #2 – Artwork Budget (including consultant fee)
- Checklist Item #3 – Value of Artwork to be placed on-site (excludes consultant fee)
- Checklist Item #4 – Artist resumes and examples of past work
- Checklist Item # 5 – Artist Contract (not provide, confidential information).
- Checklist Item #6 – Visual proposal
- Checklist Item # 7 – Project site plan, site photos and project mock-up
- Checklist Item #8 - Artist's statement and description of proposed artwork
- Checklist Item #9 – Materials
- Checklist Item #10 – Maintenance Plan
- Checklist Item # 11 – Programming Plan- (not provided, checklist item is not applicable)
- Checklist Item # 12 – Planning & Building documentation requirements
- Checklist Item # 13 – Community Outreach documentation

Please contact me with any questions or comments at syoudall@hanoverco.com or by phone at (925) 490-2990

Sincerely,

Scott Youdall
Development Partner
The Hanover Company

Checklist Item #1 – Updated Construction Valuation
Checklist Item #2 – Artwork Budget (including consultant fee)
Checklist Item #3 – Value of Artwork to be placed on-site (excludes consultant fee)

2450 Valdez (Hanover Northgate)

		Checklist Item 1	Checklist Item 2	
Public Art Fee	Fee Percentage	Total Cost	Total Fee	
Commerical	1.0%	$ 11,800,610	$ 118,006	
Residential	0.5%	$ 35,139,497	$ 175,697	
Public Art Fee		**$ 46,940,107.08**	**$ 293,704**	
Public Art Consultant Fee			**$ (27,500)**	
Value of Public Art to be Placed On-Site			**$ 266,204**	**(Checklist Item 3)**

325 27th Street (Hanover Broadway)

		Checklist Item 1	Checklist Item 2	
Public Art Fee	Fee Percentage	Total Cost	Total Fee	
Commerical	1.0%	$ 10,193,436	$ 101,934	
Residential	0.5%	$ 50,626,335	$ 253,132	
Public Art Fee		**$ 60,819,771**	**$ 355,066**	
Public Art Consultant Fee			**$ (27,500)**	
Value of Public Art to be Placed On-Site			**$ 327,566**	**(Checklist Item 3)**

Working Budget -

	Oak Tree			Field of Poppies	
	2450 Valdez			325 27th Street	
Expenses	**Budget**	**% Budget**		**Budget**	**% Budget**
Artist Overhead/Fee	$ 26,600	9%		$ 32,700	9%
Public Art Consultant Fee	$ 27,500	9%		$ 27,500	8%
Administrative (legal, insurance)	$ 13,300	5%		$ 16,350	5%
Fees/Permits/Assessments	$ 8,000	3%		$ 8,000	2%
Artwork Design Development	$ 13,300	5%		$ 16,350	5%
Artwork Fabrication/Labor	$ 133,000	45%		$ 163,500	46%
Artwork Installation & Setting	$ 62,004	21%		$ 80,666	23%
Contingency	$ 10,000	3%		$ 10,000	3%
Total Expenses	**$ 293,704**	100%		**$ 355,066**	**100%**
Artwork Budget	$ 293,704			$ 355,066	
Variance	$ -			$ -	

Checklist Item #4 – Artist resumes and examples of past work

HYBYCOZO is a collaborative installation arts collective made up of Serge Beaulieu and Yelena Filipchuk. Their work consists of larger than life geometric steel sculptures with laser cut patterns that draw on inspirations from mathematics, science, and natural influences. Their work stems from one core impulse: to celebrate the inherent beauty of universal geometric form, symmetry, and pattern. Much of their work can be seen as drawing upon different cultural influences in pattern making and design. They seek to work in public installations that can serve as a gathering point for the community, promote education and knowledge about forms of advanced technology and scientific inquiry, work as dramatic lighting and landscape elements, and even provide a geometric medium in which to work and collaborate with other artists.

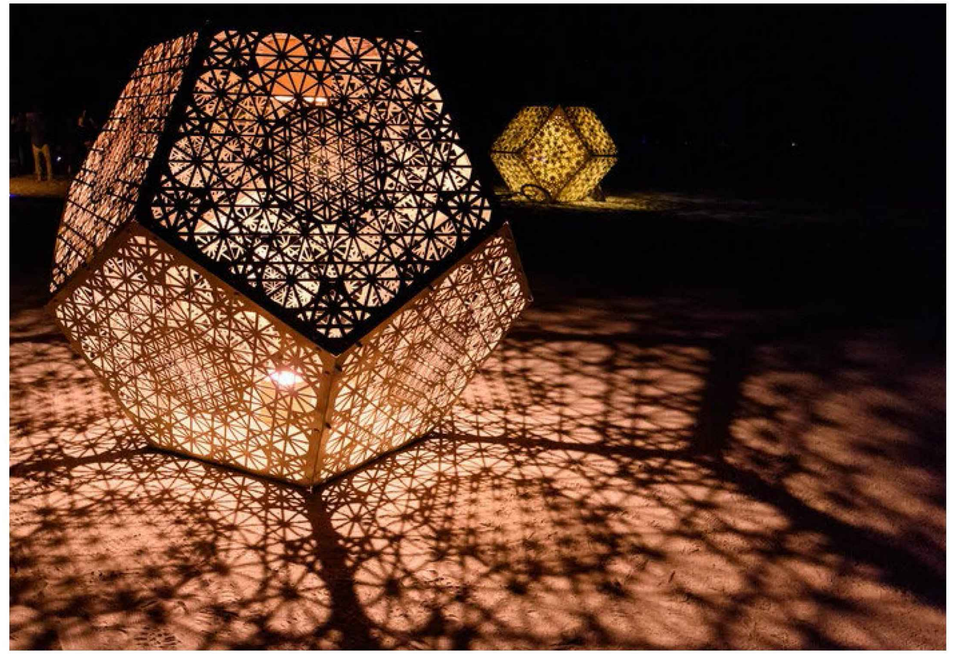
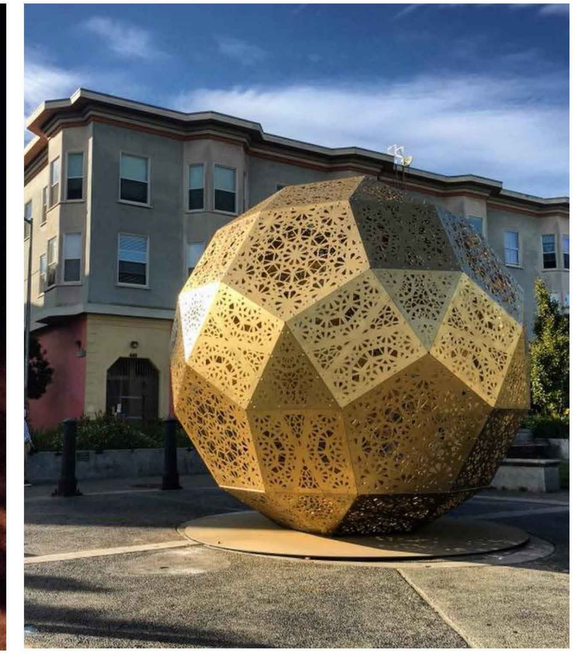
Yelena Filipchuk

Yelena Filipchuk is an environmental scientist by trade and spent years studying natural patterns and bio-mimicry at UC Berkeley. She looks for scientific, mathematical, historical, and cultural origins for aesthetically beautiful forms. After working in the music industry for 5 years she chose to pursue the creation of public sculpture and installation art after exhibiting her first large scale installation with Serge Beaulieu in 2014 titled HYBYCOZO. Her work utilizes metal working techniques and advanced manufacturing technology like laser cutting, LED lighting, and mathematical objective relationships. She has had installations at music festivals, outdoor settings, science museums, and in civic locations. She is passionate about art as a medium to express the wonder of math and science and hopes to branch out into creating tactile educational objects for kids. Yelena has shown throughout the US under the HYBYCOZO name, and most recently at the Sharjah Islamic Arts Festival in Dubai, UAE.

Serge Beaulieu

Serge Beaulieu is a industrial designer and multi-faceted artist who got started working at multiple design agencies in San Francisco and New York. He then transferred his skills and passions into creating metal work and sculpture. After exhibiting his first large scale installation with Yelena Filipchuk in 2014 titled HYBYCOZO, Serge left his industrial design career and extended himself into new mediums, materials, and scales, emerging as an upcoming sculpture and installation artist. He is passionate about using his work to steward geometric knowledge and illuminate public settings. His work uses LED technology, advanced manufacturing, and has thrived at music festivals and outdoor settings, as part of landscapes, and more recently, in indoor spaces and environments. Serge has shown throughout the US under the HYBYCOZO name, and most recently at the Sharjah Islamic Arts Festival in Dubai, UAE.

SELECTION OF PREVIOUS HYBYCOZO WORKS

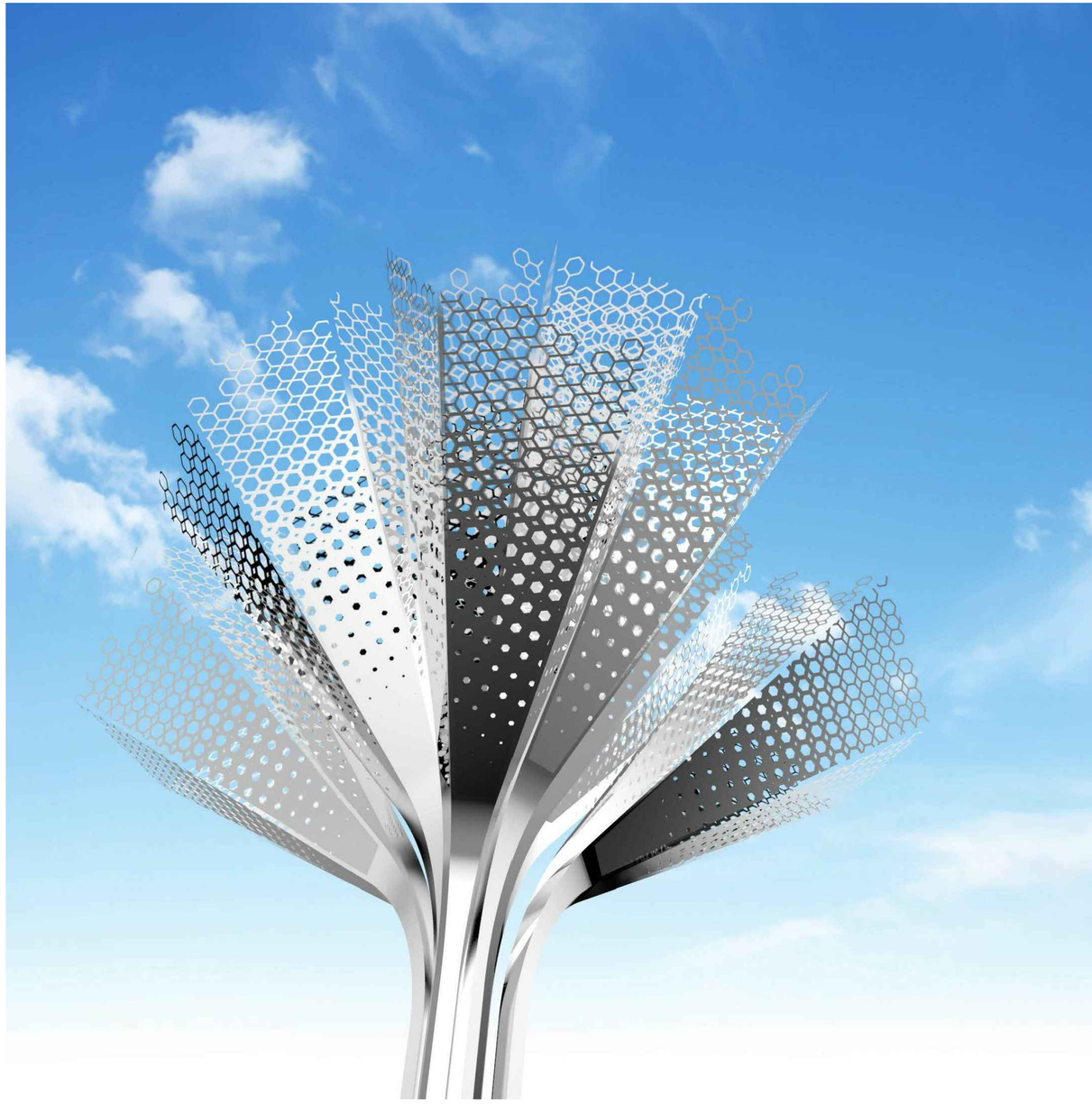



Our work consists of larger-than-life laser cut steel sculptures formed into imaginative illuminated installations.

27th ST AND BROADWAY
2450 VALDEZ ST
OAKLAND, CA

27th / VALDEZ PUBLIC PLAZAS

Checklist Item #6 – visual proposal



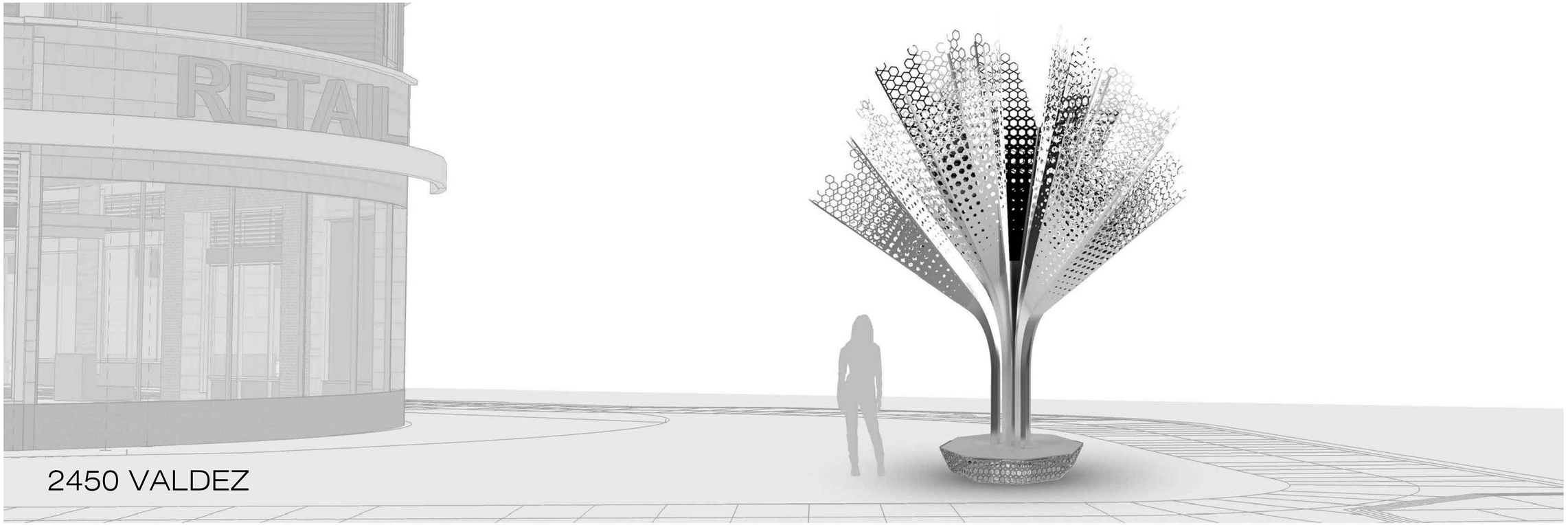
2450 VALDEZ

27th / BROADWAY

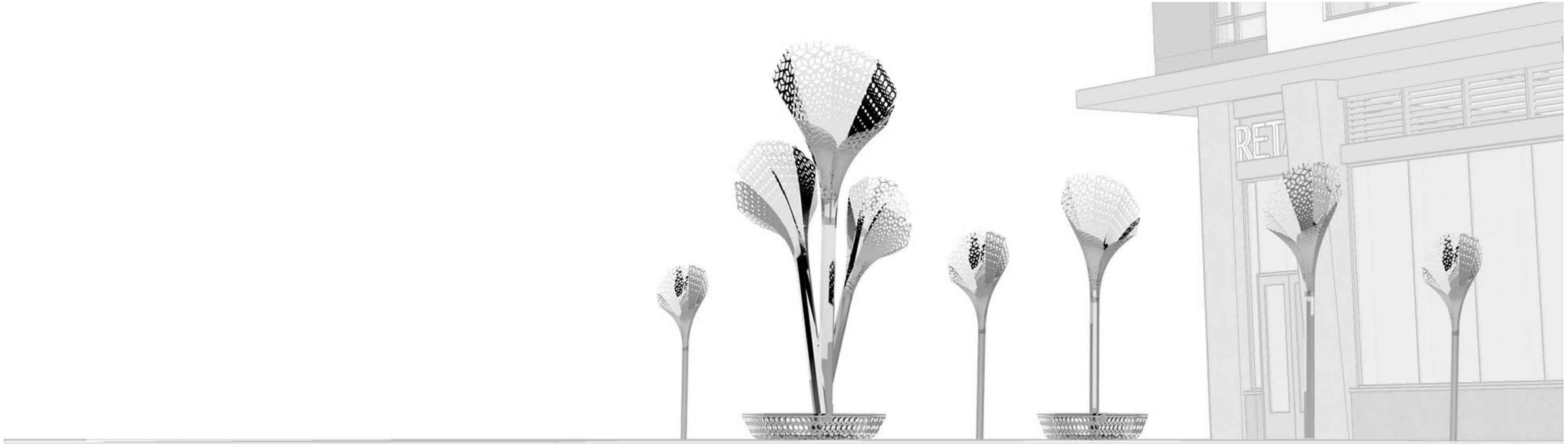
27th ST AND BROADWAY
2450 VALDEZ ST
OAKLAND, CA

27th / VALDEZ PUBLIC PLAZAS

ART IMAGERY



2450 VALDEZ

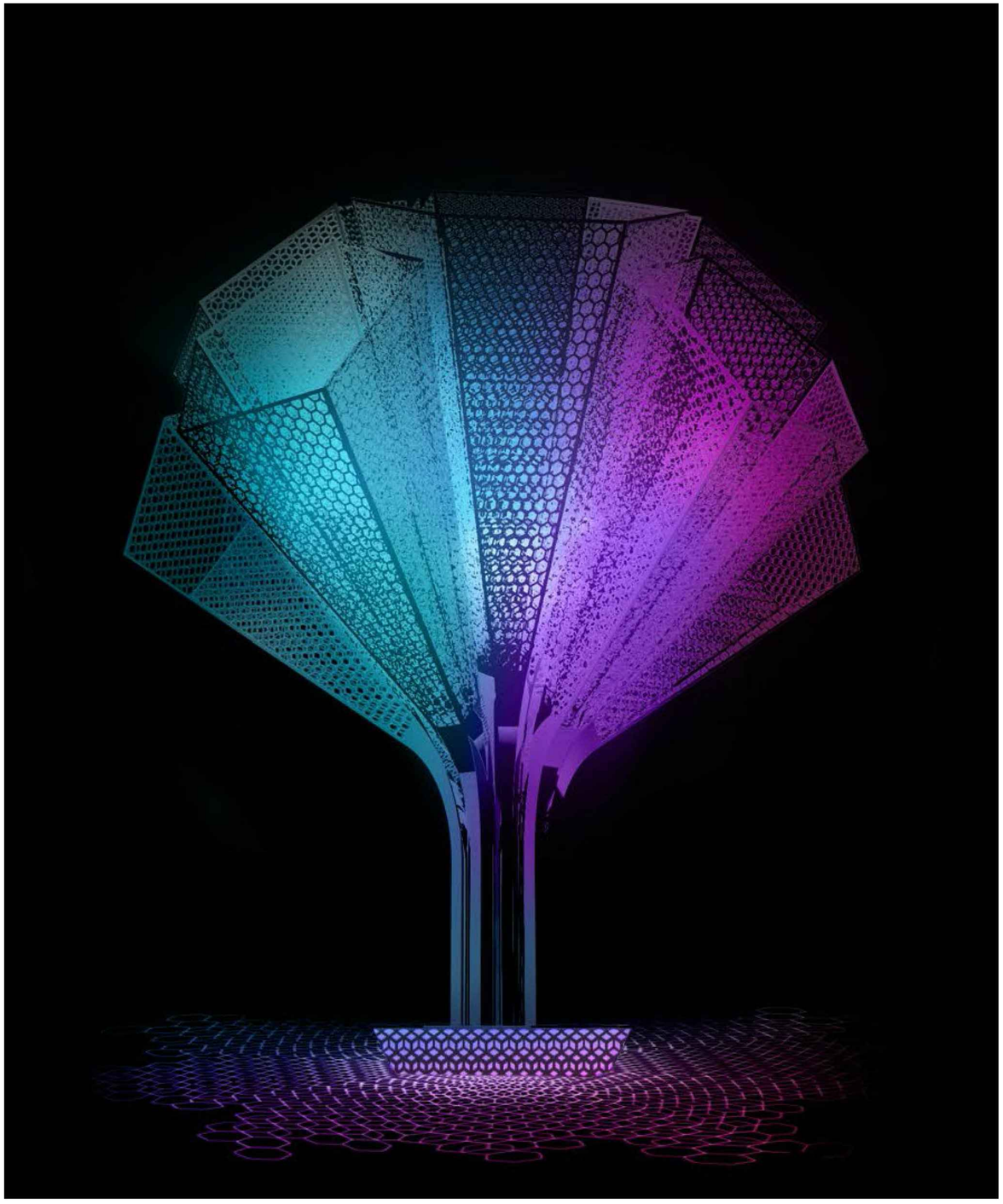


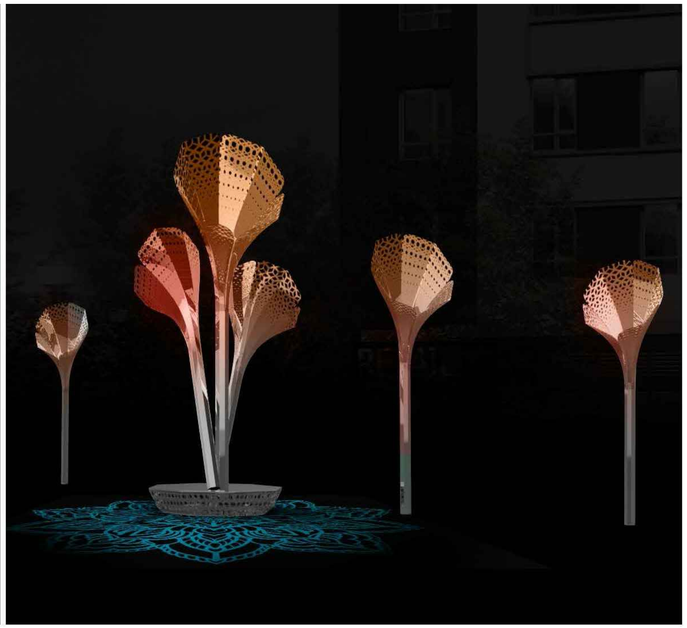
27th / BROADWAY

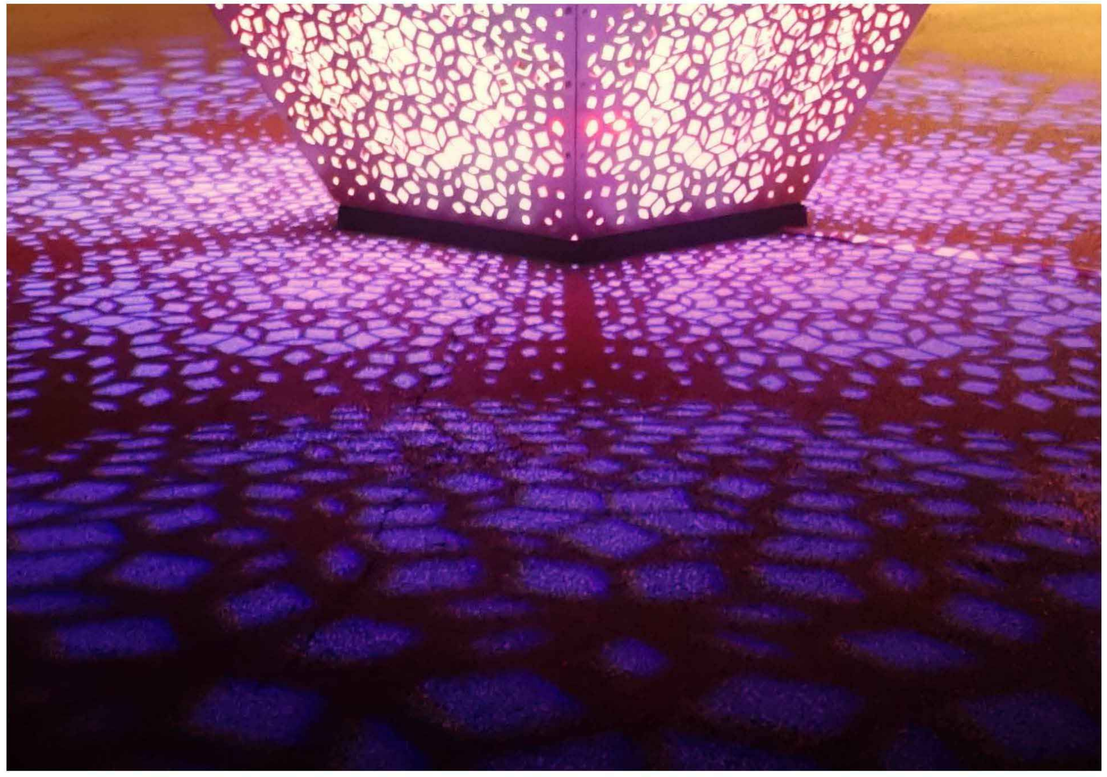
27th ST AND BROADWAY
2450 VALDEZ ST
OAKLAND, CA

27th / VALDEZ PUBLIC PLAZAS

ART IMAGERY







LEDs ILLUMINATE THE SCULPTURES IN COLOR AND BENCHES CAST PATTERNS OF LIGHT ONTO THE GROUND

Checklist Item # 7 – project site plan, site photos and project mock-up

PROJECT TEAM

OWNER

THE HANOVER COMPANY
279 Front Street, Suite 102
Danville, CA 94526

Contact:
Scott Youdall
P: (925) 490-2990
W: www.hanoverco.com
E: syoudall@hanoverco.com

ARTIST

HYBYCOZO

Contact:
Yelena Filipchuk
Serge Beaulieu
E: hybycozo@gmail.com

LANDSCAPE

VAN DORN ABED LANDSCAPE ARCHITECTS, INC.
81 14th Street
San Fransisco, CA 94103

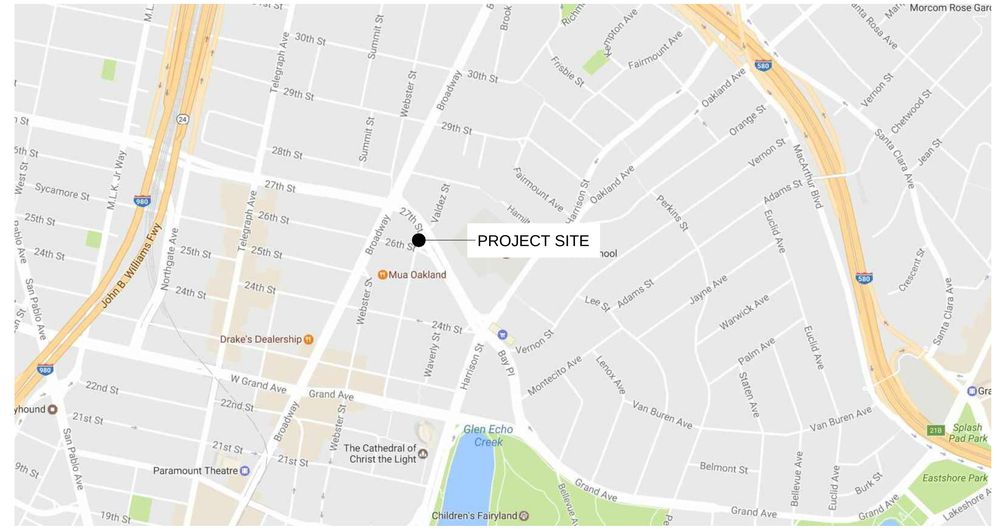
Contact:
Shari Van Dorn
P: (415) 864-1921 x 102
W: www.valainc.com
E: shari@valainc.com

GWH LANDSCAPE ARCHITECTS
An affiliate of the Hanover Company
5847 San Felipe, Suite 3600
Houston, TX 77057

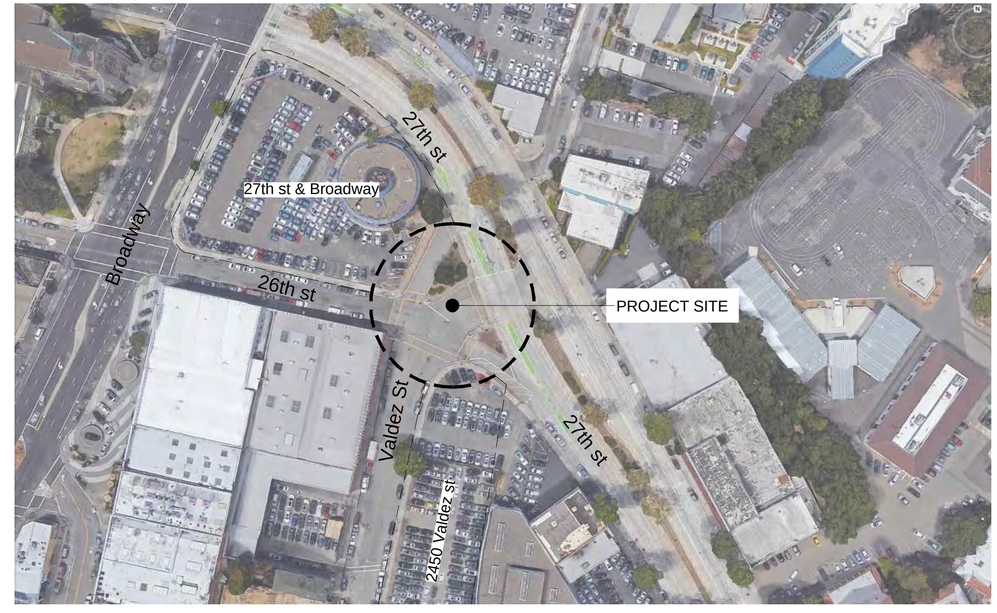
CIVIL

BKF ENGINEERS
150 California Street, Suite 650
San Fransisco, CA 94111

Contact:
Mike O'Connel
P: (415) 930-7957
W: www.bkf.com
E: moconnell@bkf.com



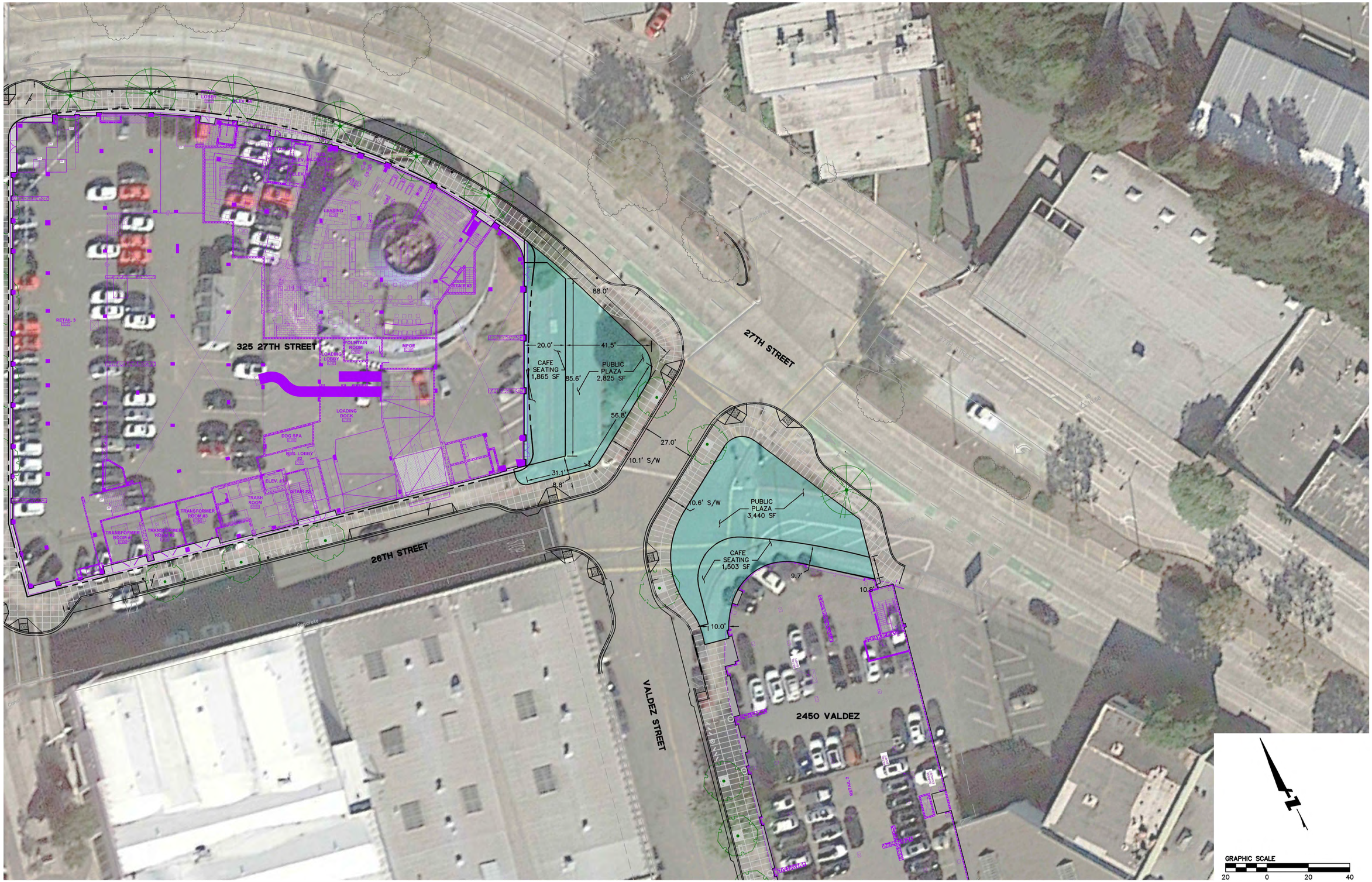
VICINITY MAP



SITE MAP

27th ST AND BROADWAY
2450 VALDEZ ST
OAKLAND, CA

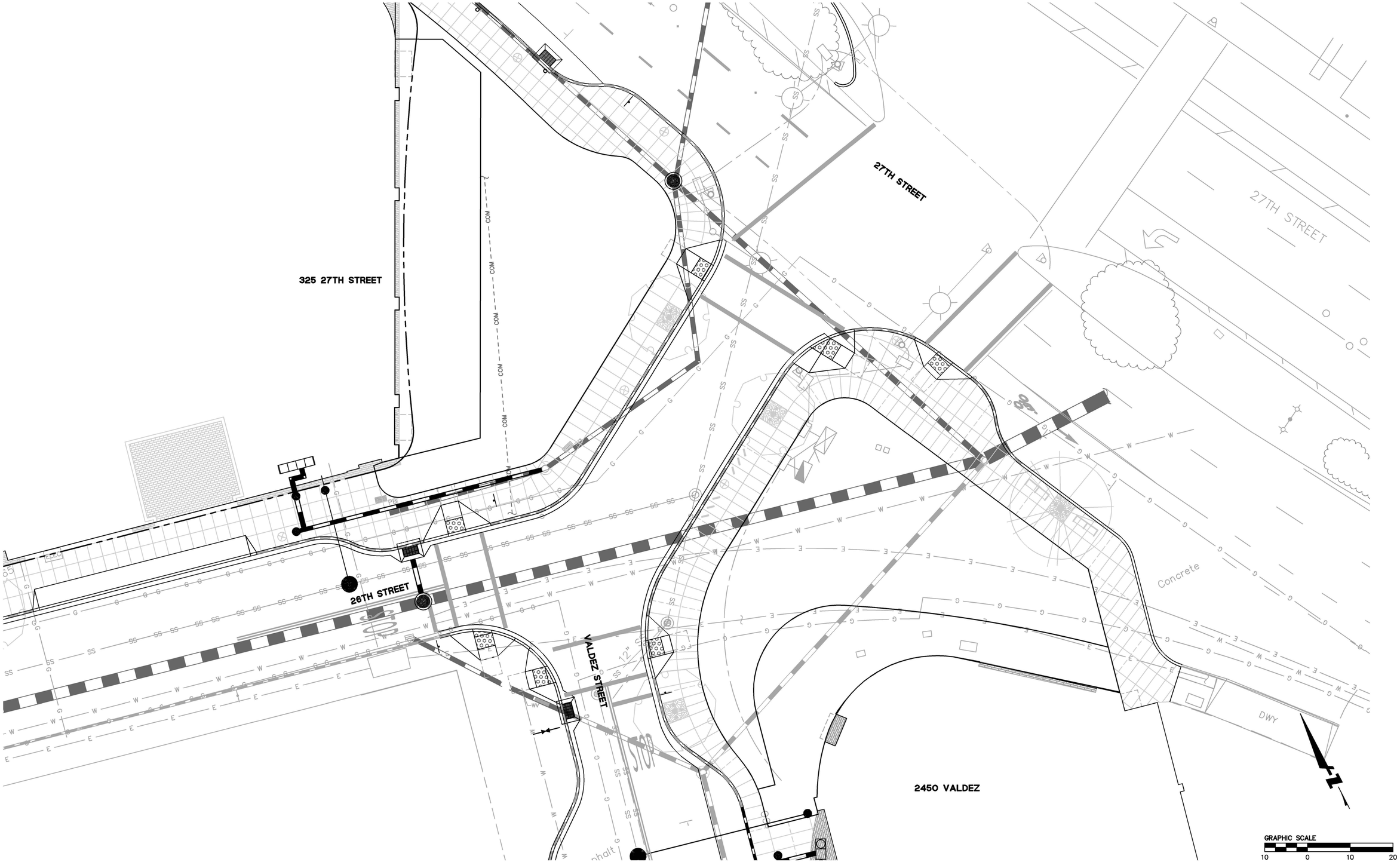
27th / VALDEZ PUBLIC PLAZAS



27th ST AND BROADWAY
2450 VALDEZ ST
OAKLAND, CA

27th / VALDEZ PUBLIC PLAZAS

AERIAL OVERLAY



27th ST AND BROADWAY
2450 VALDEZ ST
OAKLAND, CA

27th / VALDEZ PUBLIC PLAZAS

EXISTING UTILITIES

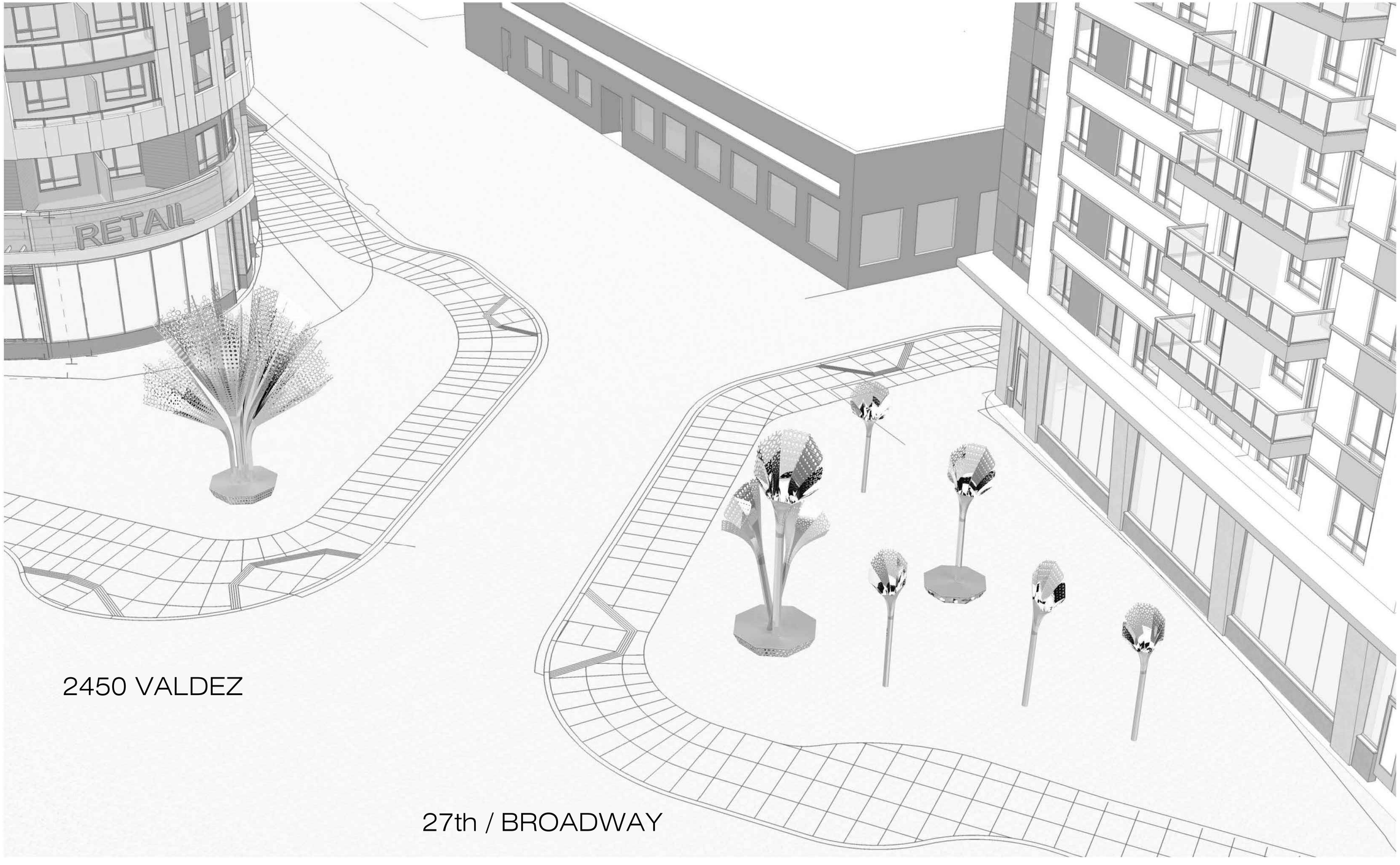
27th ST AND BROADWAY
2450 VALDEZ ST
OAKLAND, CA

27th / VALDEZ PUBLIC PLAZAS

SITE PLAN

1/8" = 1'-0"

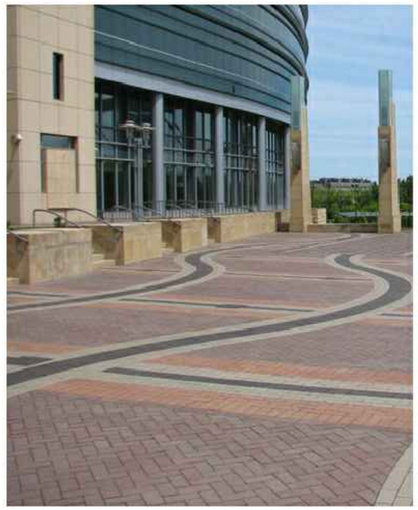
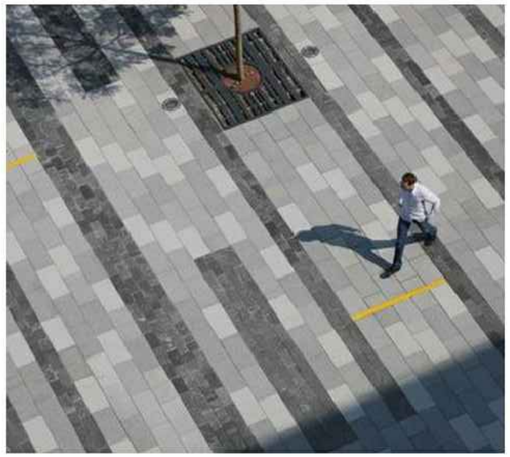
PLAZA OVERVIEW

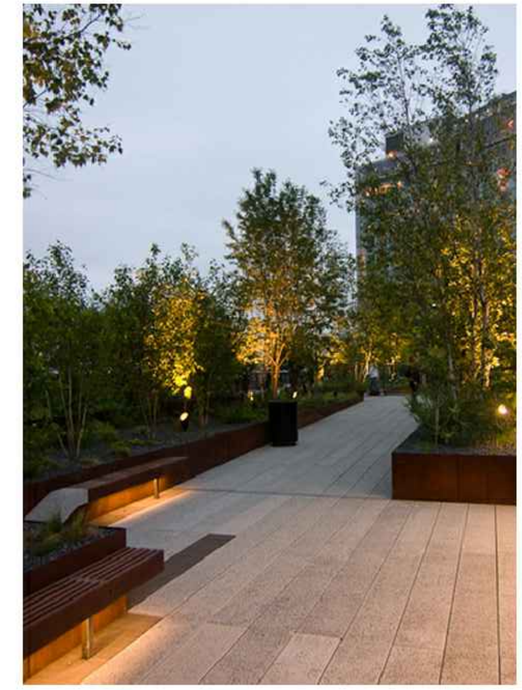


27th ST AND BROADWAY
2450 VALDEZ ST
OAKLAND, CA

27th / VALDEZ PUBLIC PLAZAS

ART IMAGERY



27th ST AND BROADWAY
2450 VALDEZ ST
OAKLAND, CA

27th / VALDEZ PUBLIC PLAZAS

DESIGN IMAGERY

Checklist Item #8 - Artist's statement and description of proposed artwork

By: Serge Beaulieu & Yelena Filipchuk - HYBYCOZO

The Oak and the California Poppy
"Deep in their roots, all plants keep the light." - Theodore Roethke

Introduction:
Our public art proposal for the Broadway Valdez District Specific Plan is a set of contemporary representations of California's most iconic natural forms: the state flower, The Golden California Poppy and the Oak Tree, from which Oakland gets its name. The goal is to communicate a message of place and belonging, diversity, and create a community gathering point within a new public plaza in Oakland. The project seeks to represent the growth of Oakland as rooted and strong as the Oak tree, and as joyous, vivid, and brilliant at the California Poppy.

The main objectives of our design are as follows: (1) to create a set of sculptures and landscape elements made of durable materials suitable for a permanent outdoor installation, (2) represent the California State Flower and the Tree of Oakland as important symbols of Oakland's identity and (3) create an urban landmark and destination that draws upon the interactive and aesthetic elements of the sculptures.

The Narrative:
Oakland, California is a place of unparalleled natural beauty, gaining its name from the evergreen Oak forests that once made up a large part of its landscape. In 2014, Oakland was named the most diverse city in the United States, and it continues to play a central role in shaping culture across the U.S. It is also the newest up and coming hub of Silicon Valley poised to help bring technological innovation to the forefront of American life. These 3 factors make a public plaza in Oakland deserving of a truly iconic set of sculptures that are inviting to the community and represent its unique local features.

We imagine a public plaza and park like setting in which the figurative sculptures of the California state flower and the emblem of the Oak tree complement each other and come together to serve as both a focal element and welcoming destination for the community. Within the space, there could be multiple seating arrangements, interactive and photo worthy aesthetic elements, and at night, an activation of light and shadow that accentuate the forms and fortify a welcoming and safe public space.

Our goal is to create a beautiful, durable, interesting and permanent landmark in Oakland that resonates with the local community. By using advanced fabrication and prototyping techniques like laser cutting, 3D printing, and generative methodologies to design and fabricate the sculpture, we will ensure that these sculptures bring a new element of contemporary and noteworthy art to Oakland.

Fabrication Team and Project Partners:

Yelena Filipchuk - Artist
Yelena is a multifaceted artist with a background in environmental science and has spent years studying natural patterns and ecology. She looks for scientific, mathematical, historical, and cultural origins for aesthetically beautiful forms. After working in marketing at Google, she chose to pursue the creation of public sculpture and installation art after exhibiting her first large scale installation with Serge Beaulieu in 2014. She is passionate about using art as a medium to express the wonders of the natural world.
www.hybycozo.com

Serge Beaulieu - Artist
Serge Beaulieu is an industrial designer and multi-faceted artist who got started working at multiple design agencies in San Francisco and New York. He then transferred his skills and passions into creating sculpture and extended himself into high level metal work. He is passionate about using his work to steward the exploration of advanced manufacturing techniques and computer aided design to engage and illuminate public settings.
www.hybycozo.com

Justin Grant - Stainless Steel Specialist
Justin is an expert stainless steel fabricator and has worked on several high-end stainless steel sculptures for Anish Kapoor and Frank Gehry with Performance Structures. Justin has worked with us since 2014 to take our projects from concept to reality. He has consulted with us fabrication techniques, strategizing on final design processes, and works to ensure the project is a success from the ground up. He is an expert in high accuracy 3D CAD Design, sculptural fabrication, and bridging the gap between technical layout and manufacturing.

Alex Nolan - Structural Fabrication Lead
Alex is an artist and an engineer. His expertise is in design build/fabrication for public installation. He has installed public sculptures in the city of Berkeley as well on several wineries in Napa and festivals like Coachella. His sculptures are known for their innovative use of technology and high fidelity construction.

Holmes Structures - Erik Kneer - Structural Engineer
Erik is a licensed structural engineer and is an associate principal at Holmes Structures. He focuses on innovative structural engineering solutions with an emphasis on Historic Preservation, Sustainable Design, Prefabrication, and Integrated Practice.

Seaport Stainless - Metal and Laser Cutting Shop
Ryan Doving at Seaport Stainless has been like a member of our team for the past 3 years. He helps us source steel and order materials and has been working with our CAD drawings and designs. He can attest to the quality of work we do and is committed to helping us grow in this capacity.

Helene Fried Associates – Public Art Consultant
Helene Fried principal of Helene Fried Associates is well qualified to advise on the public art planning and acquisition of public art. She is a national expert on public art with recent and on-going experience specifically in Oakland. Helene is the public art consultant advising AC Transit on the artistic enhancement for the East Bay BRT and the approved plan for the unique artistic treatment for each of the 35-stations of the 9.5 mile corridor from the City of Oakland Uptown neighborhood through San Leandro. She conducted the RFQ resulting in more than 100 artists submitting, many of who were from Oakland. Fried also advised the Port of Oakland and serves as the Public Art consultant manager for the Port of Oakland and OAK International Airport. As an active volunteer Fried serves on the Pro Arts Board, a 42-year nonprofit organization serving the artists and arts organization of Oakland and the East Bay.

Hanover R.S. Construction LLC - General Contractor
Hanover's Construction Division is involved in all Hanover's projects. The construction team is fully integrated into the project planning, design and decision making process at every phase during the development/construction process. Our exclusive focus on multifamily and mixed use projects provides a level of expertise and consistency unrivaled in the industry. Hanover's Construction Division will contract directly with subcontractors and oversee the installation of the artwork.

Checklist Item #9 – materials

Fabrication process:

After the final sign-off on the design, construction documents, and structural engineering elements, the HYBYCOZO team will get to work. Fabricating the Oak and the Poppies will include the following steps: Laser cutting stainless steel sheets with patterns inspired by the natural elements from the Oak and the Poppy. We will take these panels and bend/fold them into desired profile. These panels will then be welded together using jigs and support structures to retain their precise geometry. All welds, edges, and corners will be cleaned up, buffed, finished to remove any imperfection. All metal will receive a consistent brushed finish. The finish of the steel will be in-between mirror polish and brushed, giving it a natural and bright texture. Around the tree and the cluster of poppies, we will fabricate stainless steel benches with concrete tops and design a footing to attach to the base. They will be erected and installed on site, at which point the electrical elements and lighting will be connected and turned on.

Stainless Steel Material Data

(From AZoM - the leading online publication for the Materials Science - http://www.azom.com/article.aspx?ArticleID=863)

Stainless steel is a popular choice for public art, sculptures and outdoor features as it can be welded, machined, bent, and finished for a high quality and tarnish resistant result. The beauty of stainless steel is that it does not rust and strongly resists attack by the natural environment, graffiti, and does not tarnish. The 316L grade stainless steel is often recommended for high end permanent installation as it is the hardiest quality, especially for coastal locations. The low carbon version of 316L steel is immune from pitting and crevice corrosion in outdoor environments. It has excellent forming and welding characteristics. It is readily bent or roll formed into a variety of parts for applications in the industrial, architectural, artistic fields.

A sample of the gauge and finish is available upon request and will be present at the PAAC meeting.

Checklist Item #10 – Maintenance Plan

Preliminary Maintenance Report
January 23, 2017

I. Introduction
The Hanover Co. requested that public art consultant Helene Fried and conservator Katharine Untch, Conservation Strategies confer with artists Yelena Filipchuck and Serge Beaulieu HYBYCOZO to make preliminary recommendations to ensure the well-being and necessary maintenance of the public art elements. This draft report outlines those steps and will be finalized and described in greater detail as the plans for the public artworks are further refined.

II. Overview
HYBYCOZO the Artist Team has proposed original public art concepts for each of the two public plazas to be located at 27th Street and Valdez, in Oakland, CA.

This preliminary draft maintenance plan is based on submitted conceptual designs (file name 17-0109_484 & 490 - ART PLAZA_DRC.pdf) and telephone conference calls in January 2017, with the artists Yelena Filipchuk and Serge Beaulieu, Helene Fried, and Katharine Untch.
III. Recommendations regarding the care of the public art elements

Maintenance will be dependent on original materials used, site location and aesthetic significance to be retained as per artists' wishes.

1. Anticipated original materials
    - A. Laser cut stainless steel sheet
    - B. Sources TBD – to be submitted for review
        - 1) Recommend 316 or 325 grades of stainless steel for Bay Area marine environments
        - 2) Finish to be "brushed" or "polished"
            - a. Materials and methods to be submitted for review to include manufacturers, suppliers, TDS, SDS for grits, polishing compounds, buffing wheels, cloths, any and all used.
            - b. Actual used to be submitted prior.
    - C. Welds
        - 1) TBD – to be submitted for review
    - D. Fasteners
        - 1) TBD – to be submitted for review
    - E. Coatings
        - 1) Recommend no coatings
            - a. graffiti, bird droppings, foreign materials are fairly easy to remove from stainless steel without "shadows" or residues
            - b. coatings can be more costly to maintain than periodic graffiti removal on stainless steel substrates
    - F. Site preparation
        - 1) Foundations or footings TBD – to be submitted for review
        - 2) Recommend designs for drainage away from artwork
    - G. Electrical
        - 1) LED or similar lighting TBD – to be submitted for review
            - a. Recommend artists describe and/or video record aesthetics for integrated artistic lighting while making provisions for matching aesthetics in the future should lighting materials and technologies change over time.

b. Review electrical and lighting to withstand up to daily cleaning with pressure washer. All electrical components to be protected from water egress.

2. Site Location

A. Review for proximity of other trees or vegetation that can contribute to dripping sap, birds

3. Aesthetic Significance Statement

A. Recommend artist statement to address:

1) Overall aesthetic intent of artwork

2) Acceptability level for metal surface anomalies such as rust or corrosion in overall or isolated spots (freckles)

4. Anticipated Maintenance

A. Inspections

1) Inspect daily for anomalies by regular cleaning staff

2) Report unusual anomalies to maintenance supervisor

3) Maintenance supervisor to consult with outdoor public art conservator for conditions or treatments other than noted below.

4) Any alteration to the surfaces such as re-polishing, changing lighting other than replacing in kind, or any other repairs must be pre-approved by the artists in accordance with the original contract and any applicable artist's rights laws.

B. Monthly

1) For areas below 12 feet in height

2) Pressure wash with cold or hot water up to 1500 psi

3) Use no detergents or any other cleaners without consulting a conservator

4) Clean once per month or as needed

5) More frequent cleaning will not harm the stainless steel

C. Semi Annually (every six months)

1) For areas above 12 feet in height

2) Pressure wash with cold or hot water up to 1500 psi

3) Use no detergents or any other cleaners

4) Clean every six months or as needed

D. As Needed

1) Gum

a. Freeze with bag of crushed ice if possible

b. Scrape off with plastic or wood spatula

c. Option A:

i. Use hot water pressure washer

d. Option B:

i. Use "Goo Gone" applied to a white cotton rag to remove residues

ii. Wipe area with acetone applied to a clean cotton rag to clear Goo Gone residues

2) Graffiti

a. Remove with acetone applied to a white cotton rag

b. Do not use any other graffiti removal products without first consulting an outdoor public art conservator

3) Bird droppings

a. Clean with cold or hot water pressure up to 1500 psi

b. Use no other cleaners

4) Drinks (soda, coffee, wine, beer)

a. Rinse immediately or at least within 8 -hours (end of day) with water (many drinks contain acids that can etch metals)

5) Foreign object such as rocks, balls, etc. thrown into upper portions
   a. Remove via access with ladder or lift as needed
   b. Follow all OSHA safety requirements
   c. Follow environmental regulations regarding bird nests
6) Scratches
   a. Removal to be done by original fabricators, conservator or similarly qualified individuals.
   b. Remove surface scratches by polishing with materials and methods as submitted for actual materials and methods used
   c. Areas to be re-polished may be larger (up to 3 feet) than scratches in order to match surface finish for overall section of metal
7) Lighting
   a. Replace defective or burnt out light bulbs with same in kind
   b. Contact artists for pre-approval of any other changes to lighting

IV. Implementation of recommendations

As both plazas form the 'front year' of the Hanover residential projects, it is imperative to the developer that the public art is well-cared for and available for enjoyment of the public, residents and visitors. Hanover has agreed therefore to assume responsibility for the Maintenance of the public artworks created by HYBOCOZO and the visual focus of the public space.

Checklist Item # 12 – Planning & Building documentation requirements

Project Background

Last October, Hanover started construction on two new seven-story, mixed-use apartment communities and expects to complete our construction in the fall of 2018. 2450 Valdez Street consists of 225 dwelling units and approximately 23,000 square feet of ground floor retail. 27th and Broadway consists of 254 units and approximately 37,000 square feet of ground floor retail. The Broadway Valdez District Specific Plan (BVDSP), in which these projects are located, envisioned two plazas to be created at the north end of Valdez Street, at its intersection with 27th Street, by reclaiming the public right-of-way and closing the two right-turn slip lanes.

Early in the design process, Hanover decided to build out these plazas as identified in the BVDSP in order to improve the immediate neighborhood and to enhance the experience for retail tenants, pedestrians, and shoppers. Hanover also opted to commission and install public art in these plazas to comply with Oakland's new Public Art Ordinance.

In order to satisfy the City of Oakland's Public Arts Ordinance for its two apartment communities, Hanover procured the services of Helene Fried, a public art consultant, to identify a list of artists to commission for the design, execution, fabrication and delivery of original public art for the Project. Between April and July 2016, Hanover and Ms. Fried narrowed down a list of more than thirty artists to five finalists, (four of whom were local to Oakland.) An RFQ was then issued to those five artists requesting a preliminary design concept proposal for artwork to be placed in each of the plazas. Each artist finalist was paid an honorarium for their proposal. After conducting in-person interviews and extensive discussion, Hanover selected Yelena Filipchuk and Serge Beaulieu (dba HYBYCOZO), an Oakland artist team who work from American Steel Studios in West Oakland.

Design Objectives

Hanover views the public plazas and artwork as an immediate amenity to future retail and residential tenants at 27th and Broadway and 2450 Valdez, as well as a community gathering space for the broader neighborhood. Hanover designed the plazas with the following objectives:

- Provide public artwork within the plazas, instead of paying the Public Art in-lieu fee, to help beautify the neighborhood and support the Oakland artist community.
- Design the plazas with the public art as the focal point, with landscaping and lighting to be complimentary to the selected artwork.
- Select an artist design that will result in an iconic entrance to the northern 'gateway' of the Valdez Triangle.
- Engage the retail spaces adjacent to the plazas to activate the space day and night.
- Design an aesthetically pleasing public space with appropriate placement of the artwork while avoiding significant utility conflicts, particularly on the 2450 Valdez plaza.
- Incorporate design feedback from the Department.

Planning & Building Approvals:

The artwork to be placed in the future public plazas will be approved simultaneously with the plaza design. The following review and approvals will be required:

- Design Review Committee – 1/25/17. As part of the Conditions of Approval for both the 2450 Valdez and 27th and Broadway projects, the City requested that The Hanover Company present the preliminary plans for the plazas to the Design Review Committee prior to issuance of the PX (offsite improvements) permit for each project.
- Public Art Advisory Committee – 2/6/17
- Public Works Department PX Permit for plaza construction

- Public Works Department Minor Encroachment Permit for installation of artwork on public property. This was the agreed upon approach instead of 'gifting' the artwork to the City. The Hanover Company retains ownership of the artwork and its ongoing maintenance, relieving the City of Oakland of the expense.
- Associated agreements as requested by the City of Oakland for placement of a sculpture on public property, if any, may be required in addition to a Minor Encroachment Permit subject to the City Attorney's discretion. Associated agreements may include a Sub-Agreement to the encroachment permit or Right-of-Entry Agreement.

Checklist Item # 13 – Community Outreach documentation

A community meeting was hosted by The Hanover Company at the First Presbyterian Church of Oakland on December 13, 2016. The invitation was mailed to properties within a 300' radius on November 23, 2016. The list was provided by Planning Staff.

The meeting had approximately six people in attendance. The community members that attended the meeting were supportive of the artist design and provided constructive feedback. Some of the feedback included the need to show how the artwork is complimented by landscaping. Other comments included suggestions as to the shape of the tree branches and lighting.

Meeting Agenda Outline:

1. Introductions
2. Project Overview
3. Ordinance Requirements
4. Artwork Location
5. Artist selection process
6. Artwork Timeline
7. Artwork proposal
8. Q&A

Letter mailed to 300' radius:

THE HANOVER COMPANY

November 23, 2016

Dear Neighbor,

The Hanover Company would like to invite you to an informational community meeting to meet the artists from American Steel Studios, HYBYCOZO, and learn about their proposed public art installations. The installations will be placed in two public plazas as part of the Hanover Northgate (2450 Valdez Street) and Hanover Broadway (325 27th Street) mixed-use apartment developments currently under construction.

Meeting Location:	First Presbyterian Church of Oakland Session Room 2619 Broadway, Oakland, CA 94612
Date:	Tuesday, December 13, 2016
Time:	6:00 p.m. to 7:00 p.m.

We welcome your participation and look forward to meeting you on Tuesday, December 13th. If you have any questions before the meeting, please contact me at 925.303.4649 or by email at kburger@hanoverco.com.

Sincerely,

Kristin Burger
Acquisitions Associate
The Hanover Company

Attachments:
1. Map showing construction sites and community meeting location