
ITEM V AGENDA REPORT

To: Public Art Advisory Committee
Attn: Allison Cummings and Bryan Cain, Co-chairs
From: Kristen Zaremba, Public Art Program
Date: October 2, 2017
RE: Hanover Properties Public Art in Private Development Proposal 325 27th Street and 2450 Valdez Street (Hanover Broadway and Hanover Northgate Developments, respectively), by artist team Yelena Filipchuk and Serge Beaulieu (dba HYBYCOZO)
Final Design Review

SUMMARY

Staff recommends the Public Art Advisory Committee (PAAC) review the final, revised 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 325 27th Street and 2450 Valdez Street, at Broadway.

BACKGROUND

The PAAC reviewed the preliminary designs in March 2017, and requested a follow up review once the designs were finalized, with more detail on the patterns and sculptural forms, and taking into consideration future maintenance. The artists have revised their designs as documented in the attached submittal.

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. An agreement for ongoing maintenance for the artwork placed in the Public Right of Way will be developed after design approval, prior to installation.

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.

Cultural Affairs Division
Economic & Workforce Development Department



ACTION REQUESTED

The Public Art Advisory Committee is asked to review and approve or approve with conditions, the final public art designs proposed by Yelena Filipchuk and Serge Beaulieu (dba HYBYCOZO) for the public plazas adjacent to 325 27th Street and 2450 Valdez Street, at Broadway funded by Hanover Properties in compliance with the public art in private development ordinance, and to authorize staff to develop a final agreement for ownership responsibilities and ongoing maintenance of artwork placed in the Public Right of Way.

Respectfully submitted,

Kristen Zaremba, Public Art Coordinator