



THE HANOVER COMPANY

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

September 18, 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 2
Updated Public Art for Private Development Checklist Items 6,7,8,9 & 12
Hanover Broadway, 325 27th Street (PLN 15-241 / B1601578)
Hanover Northgate, 2450 Valdez Street (PLN 15-336 / B1601760)

Dear Ms. Zaremba:

In preparation for the PAAC meeting on October 2, 2017, please find attached the Public Art for Private Development supplemental information as required by Cultural Arts Programs & the Economic and Workforce Development Department.

On February 28, 2017, The Hanover Company submitted Checklist Items 1-13 in preparation for the first PAAC meeting on March 6, 2017. Items reviewed and discussed with PAAC members included the artist selection process, artwork proposal, budget, maintenance plan, artist experience and community outreach. The members praised the artists' concept and unanimously voted to approve the design and concept for the permanent public art to be located in the public plazas associated with the mixed-use apartment projects currently under construction within the Broadway Valdez District Specific Plan. The PAAC members had comments which required further study prior to artwork fabrication, and therefore requested the artwork be presented one additional time to address them. Comments included the need for further study on (1) scale; (2) evolution of design details to deter rust and allow for routine maintenance including lighting; (3) further articulation of artist designed benches around tree form and poppy forms; and (4) patterns.

I have attached the following updated checklist items for your review in response to PAAC's comments:

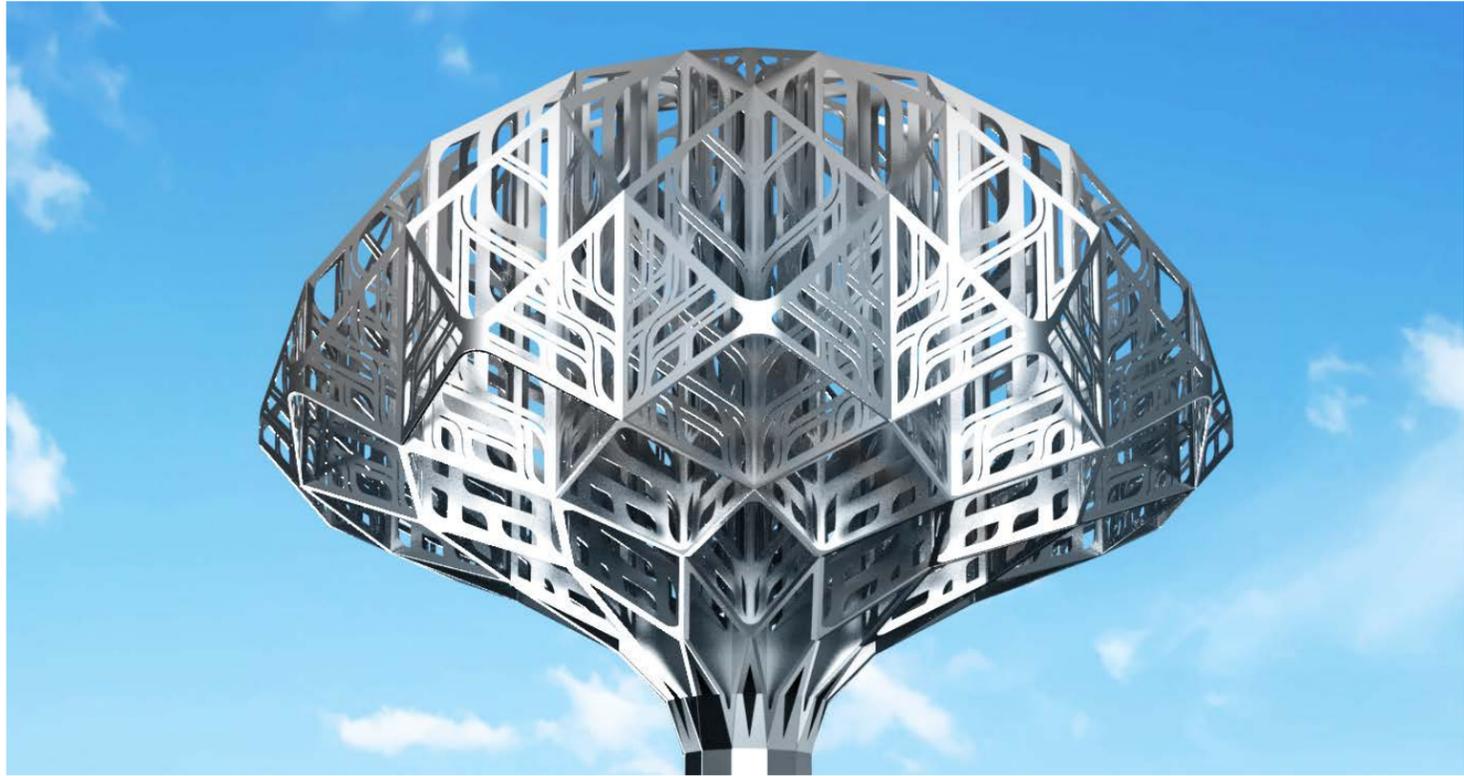
- Checklist Item #6 – Visual proposal
- Checklist Item # 7 – Project site plan, site photos and project mock-up
- Checklist Item #8 - Artist's statement and description of proposed artwork
- Checklist Item #9 – Materials
- Checklist Item # 12 – Planning & Building documentation requirements

We look forward to presenting our updated artwork design at the October 2nd meeting. 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 #6 – visual proposal









RETAIL





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

PROJECT TEAM

OWNER



THE HANOVER COMPANY
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Danville, CA 94526

Contact:
Scott Youdall
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ARTIST

HYBYCOZO

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

LANDSCAPE



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

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

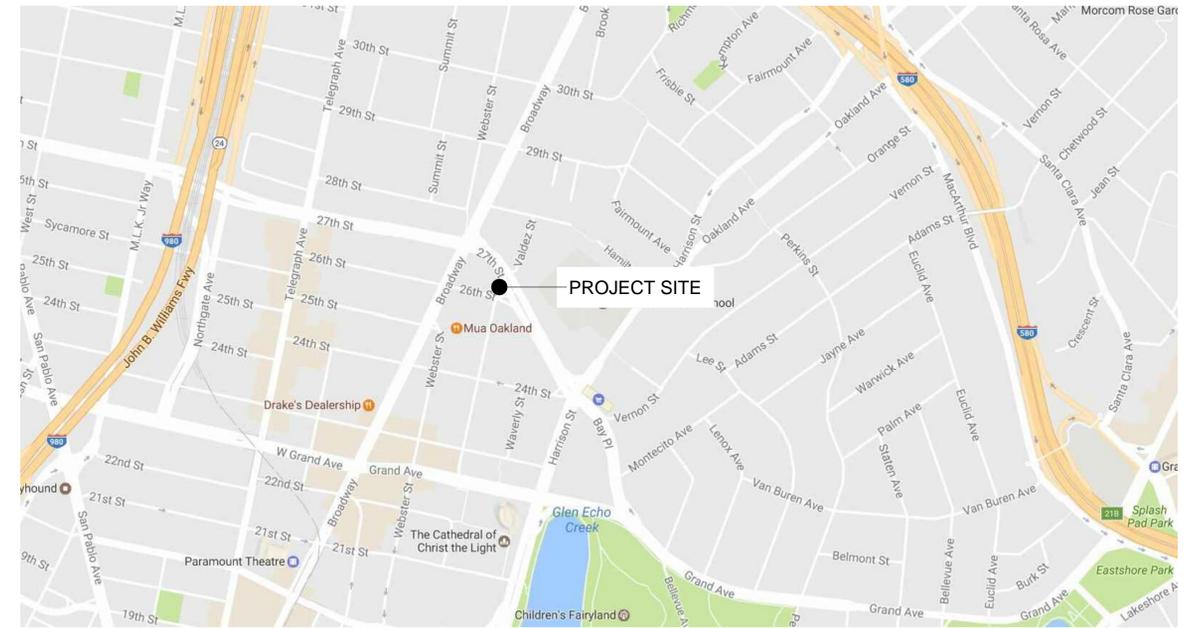
GWH LANDSCAPE ARCHITECTS
An affiliate of the Hanover Company
5847 San Felipe, Suite 3600
Houston, TX 77057

CIVIL

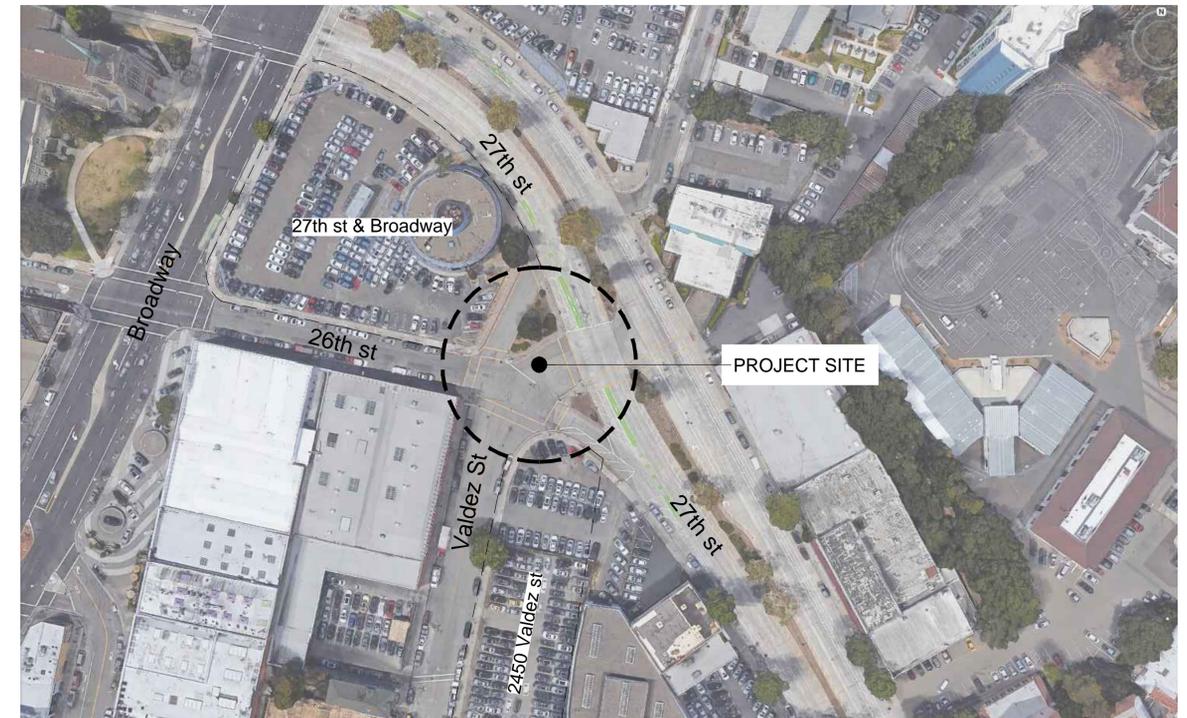


BKF ENGINEERS
150 California Street, Suite 650
San Francisco, CA 94111

Contact:
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VICINITY MAP



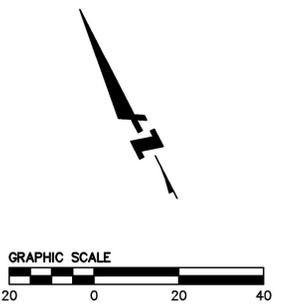
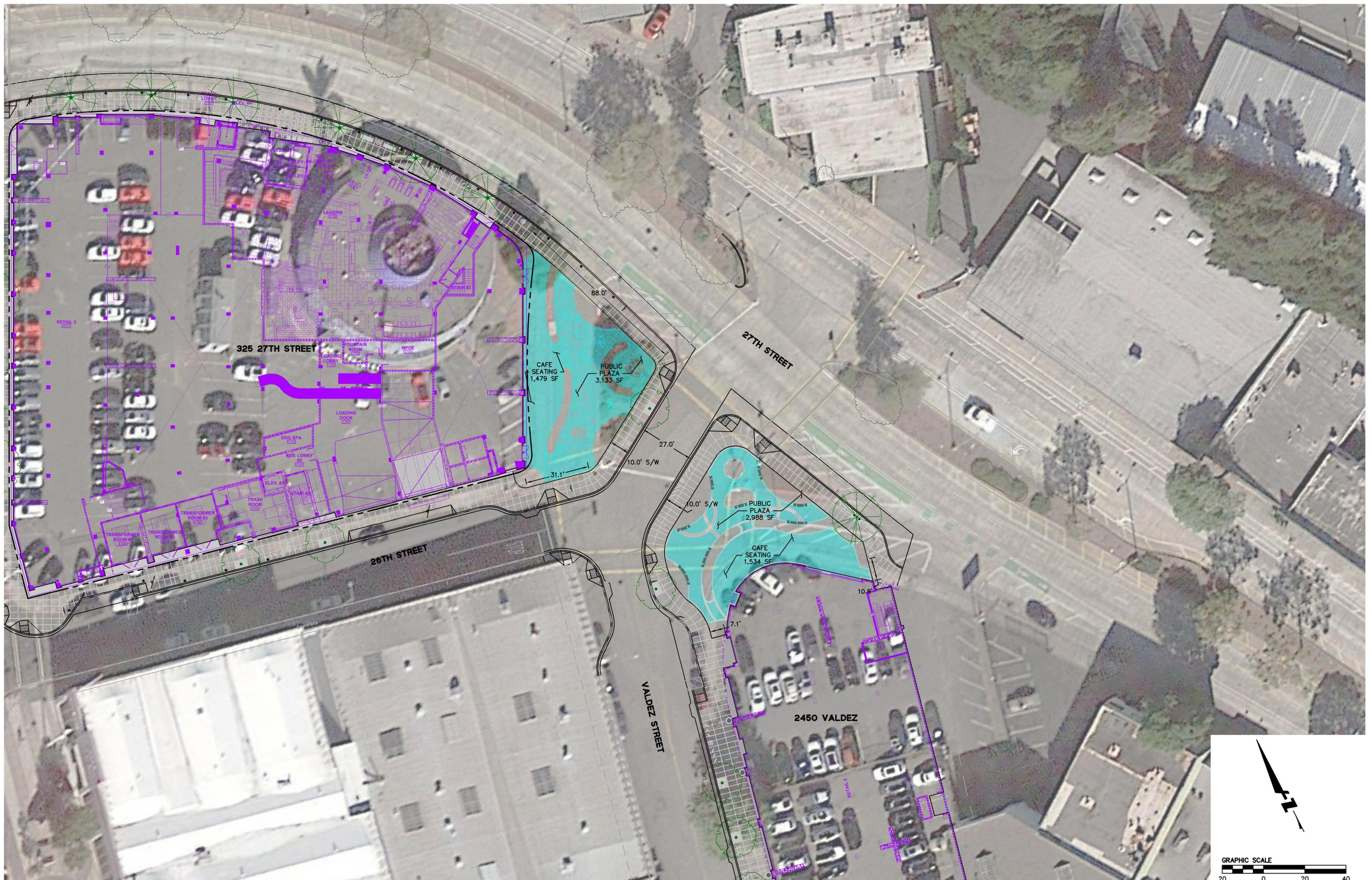
SITE MAP

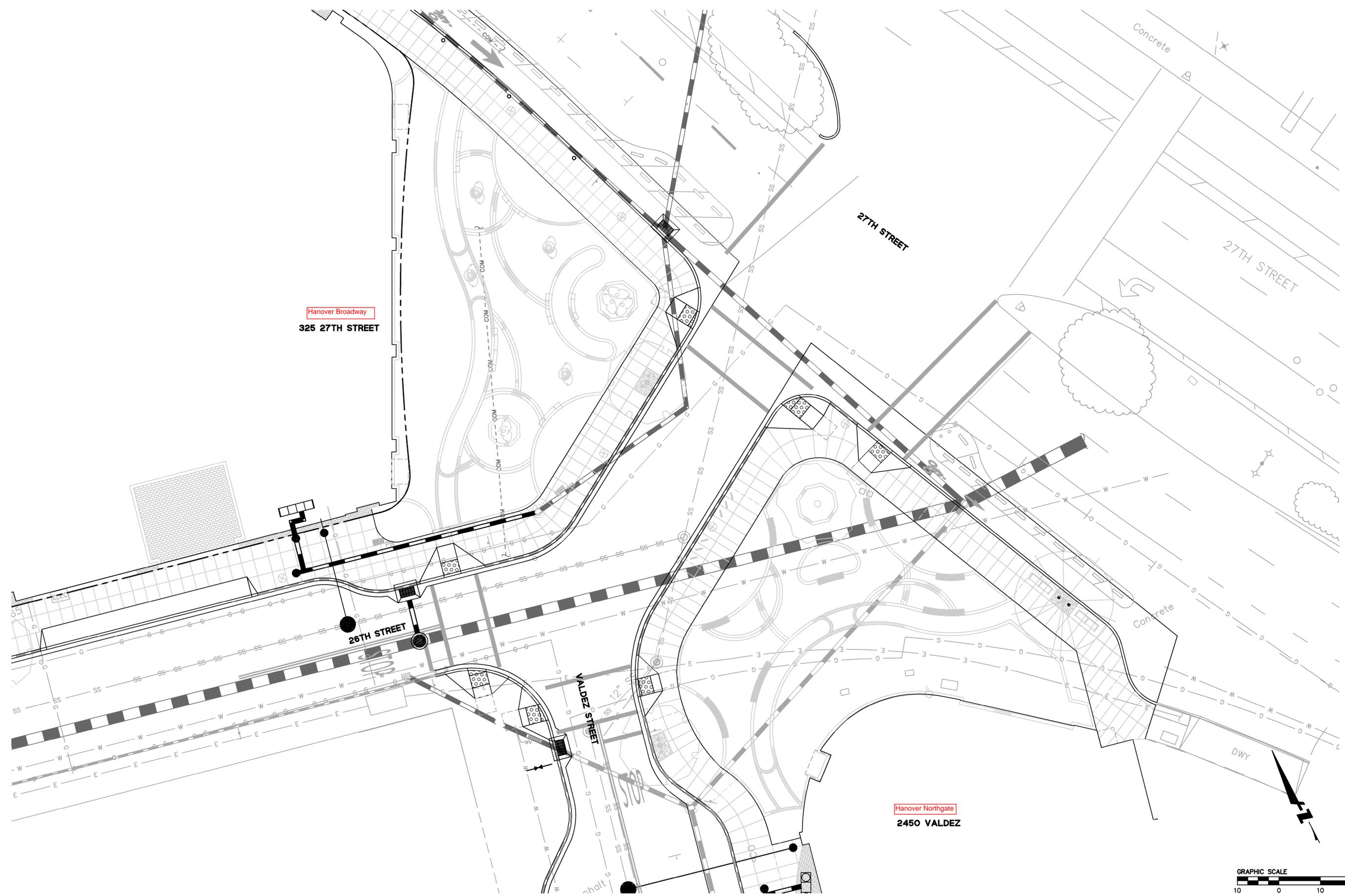
Project Site Photograph



**2450 Valdez
Plaza Location
(Hanover Northgate)**

**325 27th Street
Plaza Location
(Hanover Broadway)**





Hanover Broadway
325 27TH STREET

26TH STREET

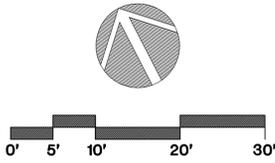
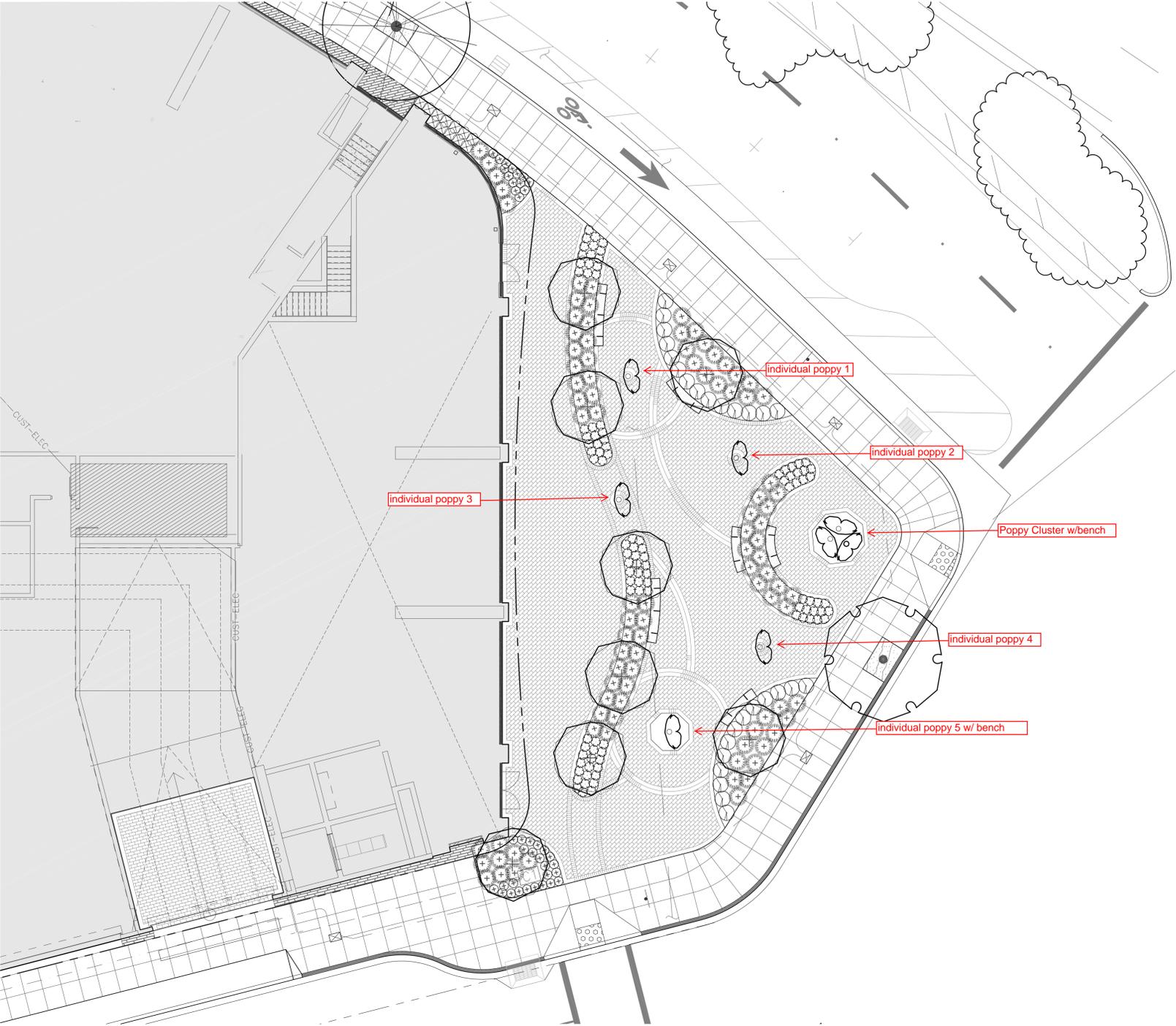
27TH STREET

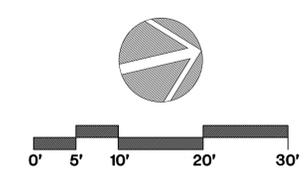
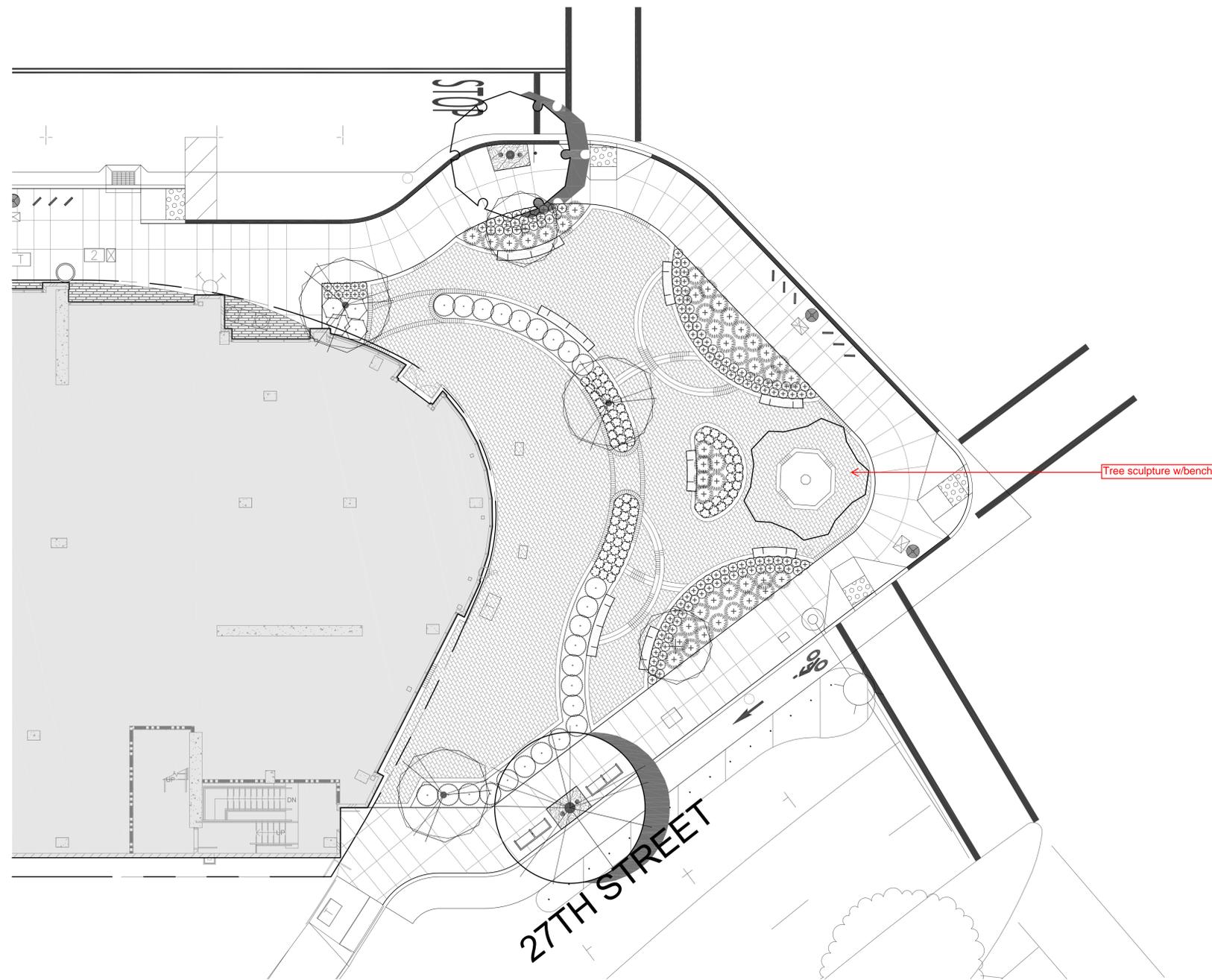
27TH STREET

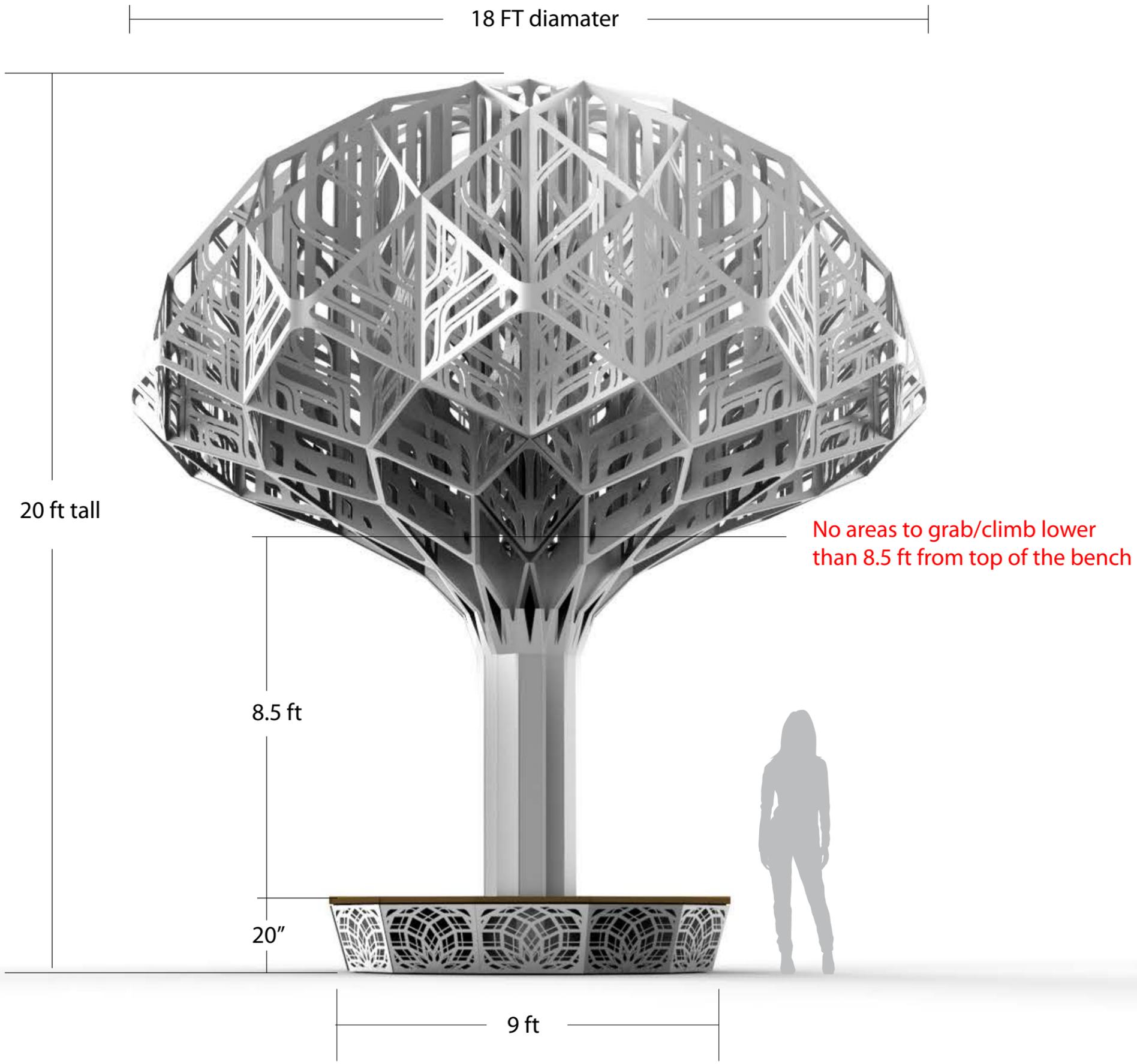
VALDEZ STREET

Hanover Northgate
2450 VALDEZ

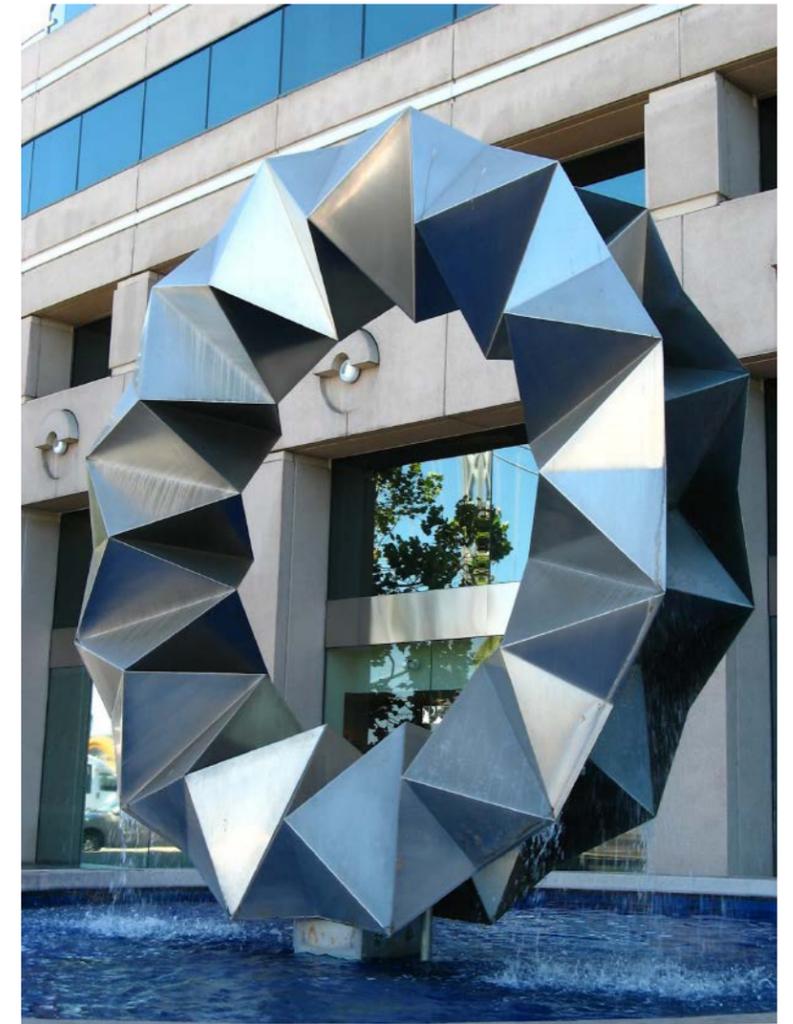


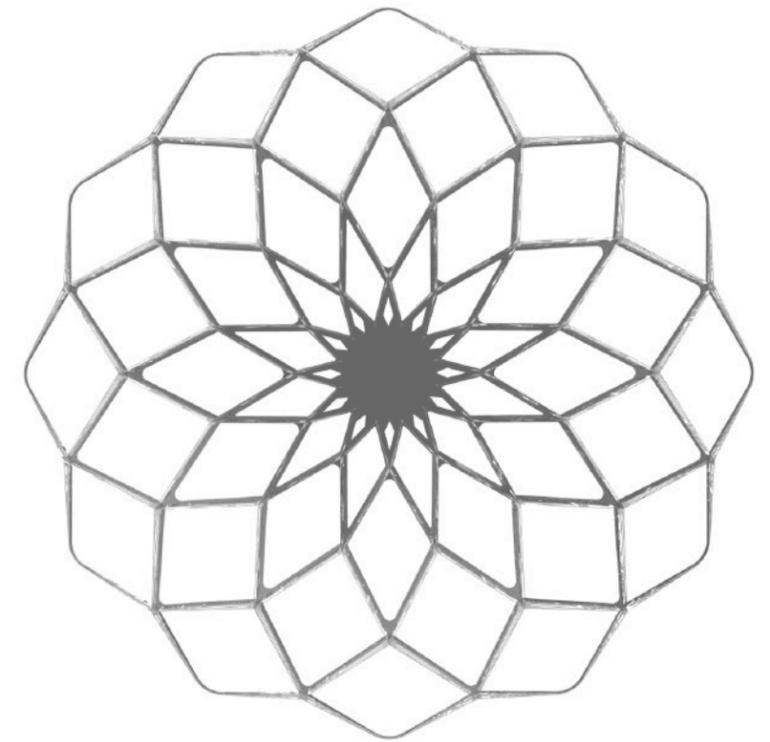




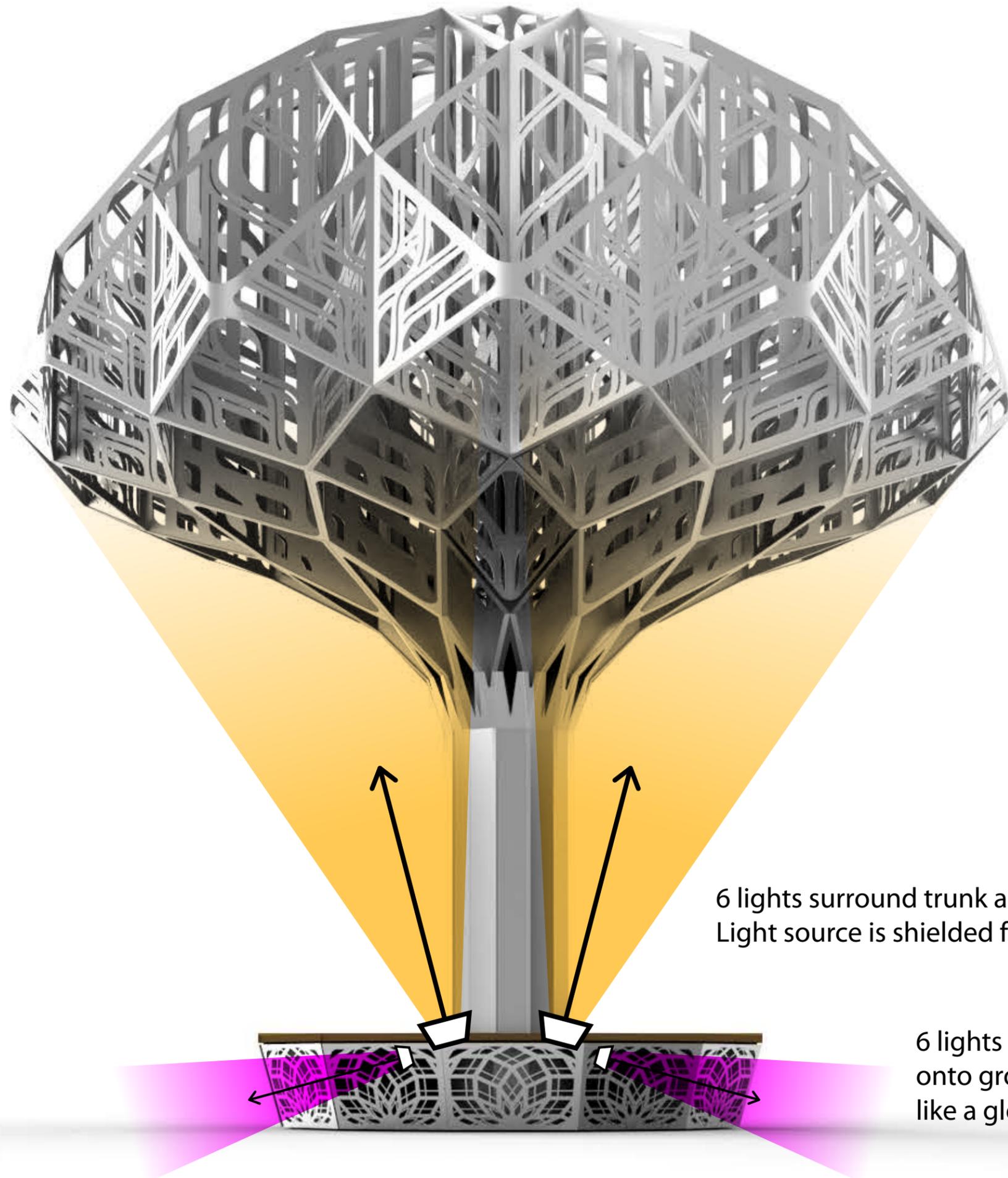


316L stainless steel
Varying Gauges (12 to 7)
2B Finish: Ruth Asawa SF Reference below.





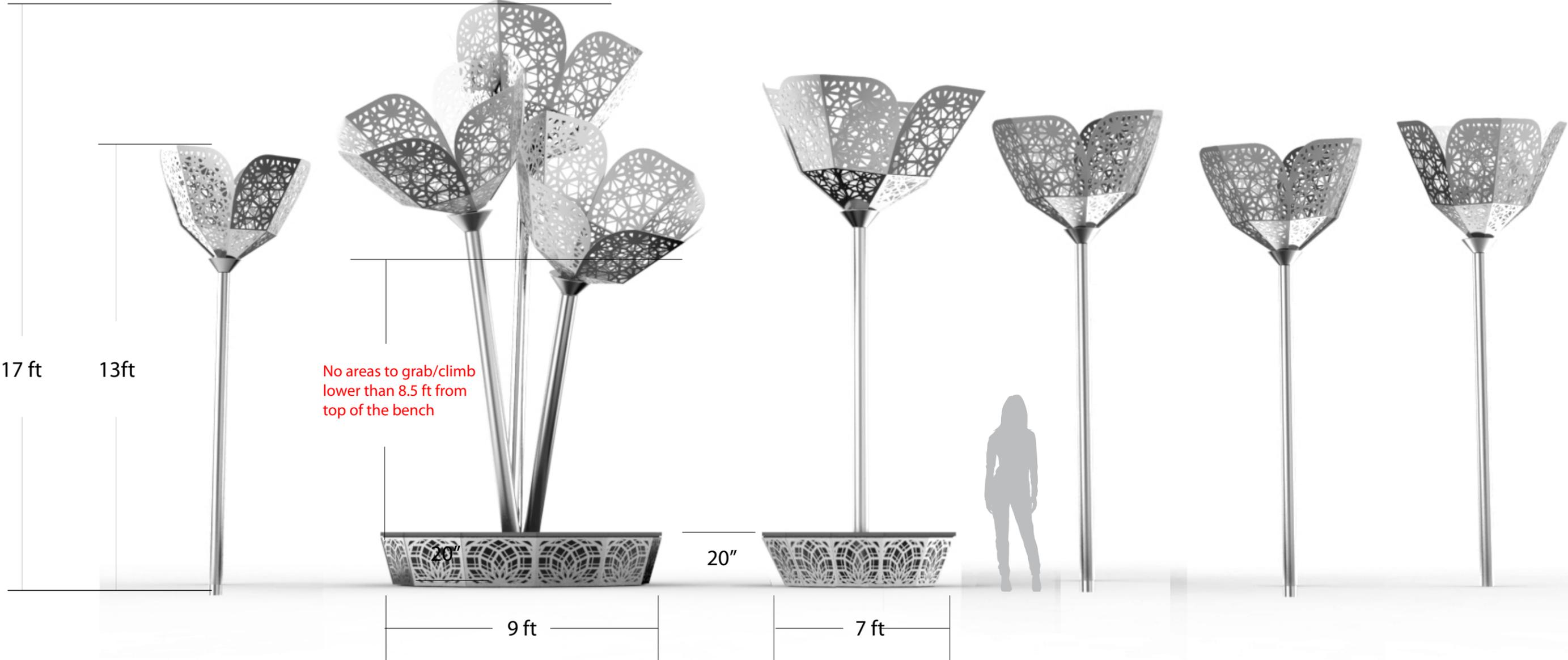
TOP VIEW



6 lights surround trunk and aim upward.
Light source is shielded from those sitting on bench.

6 lights underneath bench cast shadows
onto ground and illuminate interior of bench
like a glowing lantern.

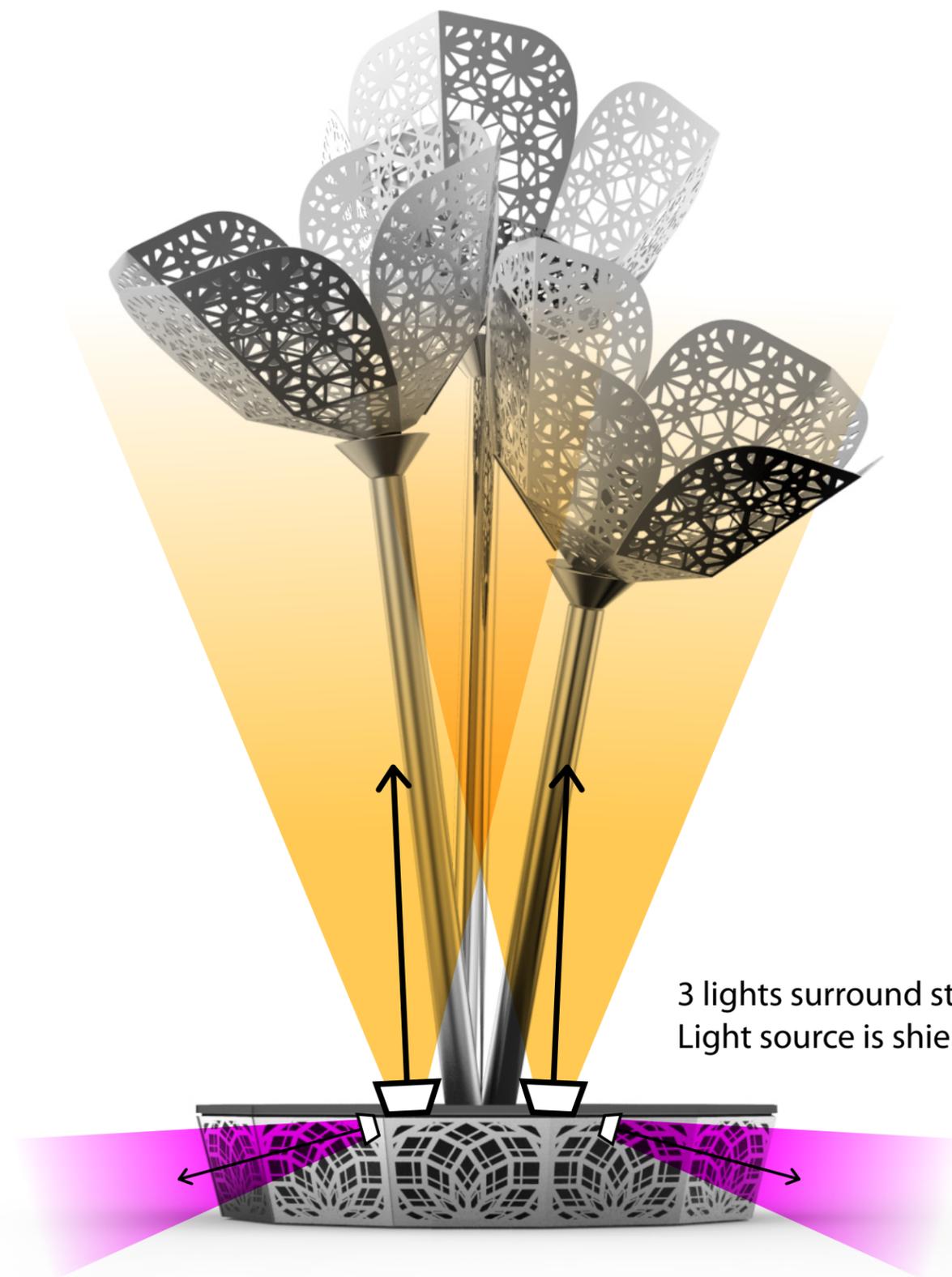
RANGING FROM 13-17 FT IN HEIGHT





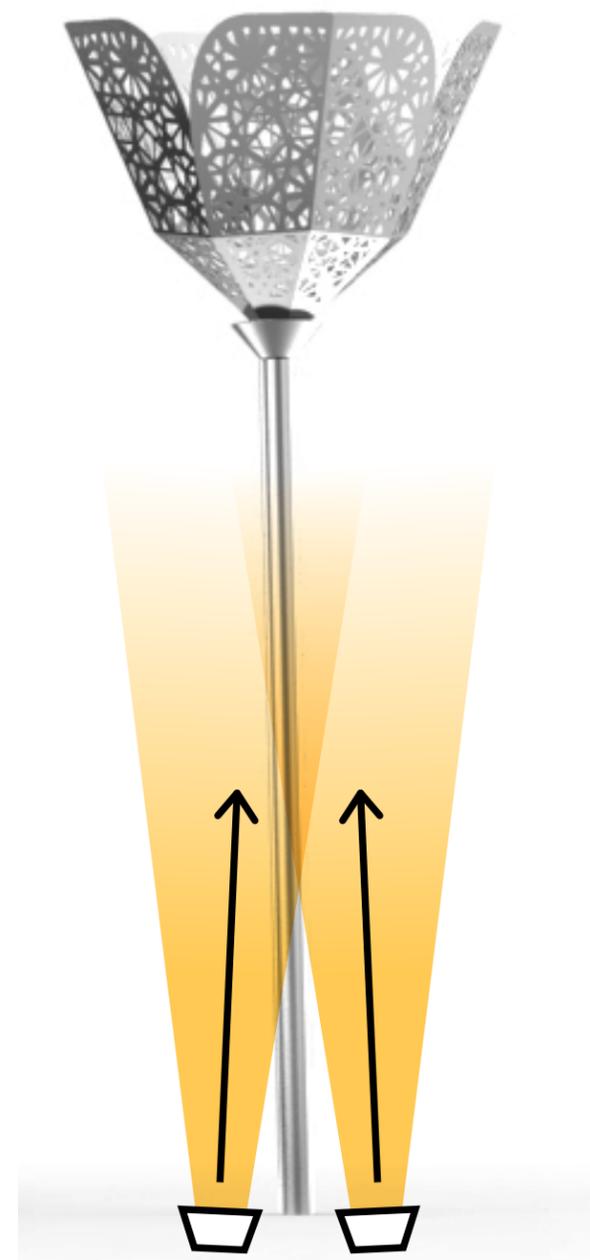
316L stainless steel
Varying Gauges (12 to 7)
Finish: Ruth Asawa SF Reference below.





3 lights surround stems and aim upward.
Light source is shielded from those sitting on bench.

6 lights underneath bench cast shadows
onto ground and illuminate interior



2 lights in ground aim upward.

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

Description of Artworks:

Our public art proposal to be located in future public plazas within 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: to create a set of sculptures and landscape elements made of durable materials suitable for a permanent outdoor installation and create an urban landmark and destination that draws upon the interactive and aesthetic elements of the sculptures.

The public plaza adjacent to the Hanover Northgate project located at 2450 Valdez Street will feature a 20ft tall tree made of stainless steel with a laser cut pattern representing branching and growth. The 18ft wide crown of the tree expands out and up toward the sky creating a natural beacon, while underneath creating a safe and protected place to gather and meet. At the base of the tree is a round bench with custom laser cut vertical panels below that will project shadows of ornate growth and root patterns on the surrounding ground. The tree itself will be up-lit from below, with programmable washes of color and light throughout the entire trunk and canopy.

The public plaza adjacent to the Hanover Broadway project located at 325 27th Street will feature 8 poppy flowers spread throughout the plaza to give the feeling of field of wildflowers like you see in the hills of Oakland. The petals of each poppy will have a distinct laser cut pattern cut into it, giving it an airiness and life that will interact with the sun and sky. During the day, the sun will cast the patterns of each petal onto the surrounding ground. At night, all the poppies will be lit with the same programmable color wash LED lighting. Near the intersection of 26th & 27th street, a cluster of 3 poppies ranging from 14-17ft tall anchored by a bench designed with a custom laser cut pattern will project shadows on the ground at night. There will also be one single poppy with a similar laser cut bench and 4 additional free standing poppies spread throughout.

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 Filipchuk has a background in studio art, science and technology communications and is passionate about using art to convey scientific inquiry and advancement. She left her creative technology career at YouTube and extended herself as an artist and designer. Her artwork uses scientific pattern-making, LED lighting, advanced manufacturing techniques and her installations thrive in civic locations and outdoor settings. As part of the art collective, HYBYCOZO, she has exhibited throughout the US and currently as part of Illuminate SF and most recently Art Basel Miami, and Sharjah Islamic Arts Festival, UAE.

www.hybycozo.com

Serge Beaulieu - Artist

Serge Beaulieu is an artist and industrial designer. His practice has evolved into a body of work that explores polyhedron geometry, natural science, light and shadow to create large-scale public works. With over 15-artworks in permanent and semi-permanent public installations, his use of cutting edge technology to produce finely crafted and precise artworks has flourished in civic settings in cities throughout the world. As the art collective HYBYCOZO he has exhibited throughout the US and currently as part of Illuminate SF and most recently Art Basel Miami, and Sharjah Islamic Arts Festival, UAE.

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:

Fabricating the Tree and the Poppies will include the following steps:

Laser cutting stainless steel sheets with patterns. HYBYCOZO will take these panels and form/weld them into desired profiles. These panels will then be welded together using jigs and support structures to retain their precise geometry. All visible welds, edges, and corners will be cleaned up, buffed, and finished to remove any imperfection. All metal will receive a consistent brushed stainless steel 2B grit finish; in-between mirror polish and brushed, giving it a natural and bright texture. Around the tree and the cluster of poppies, the artists will fabricate stainless steel benches. The tree and bench elements will be made in smaller sub-assemblies and assembled on site during installation with hardware. During installation, the electrical elements and lighting will be connected and turned on. Programmable LED functions will be created to celebrate various local events and holidays.

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 result. The 316L grade stainless steel is often recommended for high end permanent installation as it is the hardest quality, especially for coastal locations. The artists have chosen a bright satin finish, known as 2B, as they believe it will bring an element of warmth and light to the pieces while also appearing natural to represent the flora best. The artists have also chosen to work with stainless steel because it provides a bright and natural finish that can easily be cleaned and buffed. In the event graffiti removal is required, the sculptures will be sanded to restore the 2B finish. Repainting and refinishing will not be required.

In addition, stainless steel is very environmentally friendly and LEED recommended for outdoor art for the following reasons:

- Stainless steel has a low carbon emission footprint because of its low maintenance costs and long life
- It is not harmful to the people who handle it, or to the environment, during manufacture, use, recycling and disposal.
- It is corrosion resistant and durable – if it is properly maintained, it will last the life of the project. Stainless steel naturally forms a passive surface layer due to its chromium content, ensuring that it remains inert, posing no risk to people or the environment

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 construction in the fall of 2018. Hanover Northgate located at 2450 Valdez Street consists of 225 dwelling units and approximately 23,000 square feet of ground floor retail. Hanover Broadway located 27th and Broadway (325 27th Street) 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 (PAAC) Hearing 1 – 3/6/17

- Public Art Advisory Committee (PAAC) Hearing 2 (final)– 10/2/17
- Public Works Department PX Permit for plaza construction – Submitted 9/13/17 & 9/14/17
- Public Works Department Minor Encroachment Permit for installation of artwork on public property.
- Building Department review and approval of foundation and design drawings for artwork
- 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.