

Hunters Point Shipyard Public Art

Cultural and Historic Recognition Program (CHRP)

Summary Report for Kick-off Workshop

Date: June 30, 2009, 6:00-8:00pm

Location: Bayview Opera House, 4705 Third Street, San Francisco, CA 94124

Hosting team:

- ◆ HPS Public Art Planning Team: Helene Fried, V. Denise Bradley, Barbara Ockel, Myles Stevens and Alma Robinson. (Keilani Tom unavailable)
- ◆ San Francisco Redevelopment Agency (SFRA): Thor Kaslofsky, Project Manager, Amabel Akwa-Asare, Assistant Project Manager
Office of Economic Development (OEWD): Wells Lawson, Assistant Project Manager
Citizen's Advisory Committee (CAC): Dr. Veronica Hunnicutt, Marcia Dale-Le Winter, Carmen Kelley, Scott Madison and Diana Oertel
- ◆ Meeting facilitation was supported by the SFRA Site Office: Mrs. Willie B. Kennedy, Micah Fobbs and Joseph McCloud

Following is a summary of the Public Workshop convened on July 30, 2009.

I. BACKGROUND INFORMATION

The cultural historic recognition program (CHRP) is one of the community benefit programs included in the Community Benefits Agreement of the Shipyard Phase 1 Development and Disposition Agreement. The objective of CHRP is to create an art program that (1) identifies opportunities for recognizing cultural components of the Shipyard and surrounding community in the development of the Shipyard (2) integrates cultural features and facilities throughout the Shipyard, (3) and provides opportunities for local artists to participate in creating public art for the Shipyard.

The HPS Public Art consultant team, lead by Helene Fried, is tasked to coordinate implementation of the first phase of public art for Parcel A of the Hunters Point Shipyard. (proposed schedule see Attachment A)

II. PURPOSE OF THIS PUBLIC WORKSHOP

The Public Workshop was held by the Hunters Point Shipyard (HPS) Public Art Planning Team and sponsored by the Citizens Advisory Committee (CAC) for the purpose of learning the views of the Bayview Hunters Point community and Bay Area artists as they pertain to public art planned for installation within Parcel A of the Shipyard.

Two seminal questions were posed to the workshop participants:

- ◆ How do we want to celebrate the Hunters Point Shipyard through public art?
- ◆ What form should it take?

III. COMMUNITY OUTREACH EFFORT

The community outreach effort was a two-fold campaign:

(1) A custom flyer was designed and printed for the purpose of providing information about the Public Workshop (see Attachment B). The flyer was distributed to the following target groups and outreach channels:

- ◆ Printed flyers were distributed and posted along:
Bayview Hunters Point Third Street;
Various shipyard artists buildings.
- ◆ Flyers were posted or left for distribution and handed to:
Banks: Wells Fargo Bank (BV Plaza), Bank of America US Bank;
Local Galleries: Art 94124;
Recreation and Community Facilities: Joseph Lee Recreation Center, Bayview Opera House, SE Community College, Bayview Public Library, Martin Luther King Pool, Southeast Community Health Center, Bayview YMCA and 3rd St Youth Health Clinic;
Businesses: Roadway Café, Mazzei Hardware and Upper Crust Deli;
SFRA Site Office.
- ◆ Flyer distributed at the following community meetings:
CAC executive committee and CAC meeting;
India Basin Workshop, June 25, 2009;
SE Facility Commission meeting.

- ◆ Flyers were distributed by email to the following lists:
 - CAC contact list (600);
 - the Point email distribution list (61);
 - San Francisco Art Commission list of current pre-approved artists;
 - Various sign-in sheets from previous Hunters Point Shipyard community workshops hosted by SFRA or OEWD (137);
 - Bayview Opera House contact list (141);
 - California Lawyers for the Arts (CALA) various lists including donors within relevant zip codes, art teacher referrals in Southeastern sector;
 - Selected public art and cultural leaders identified from the American's for the Arts Annual Convention, Seattle, Washington 2009;
 - Public Art Network list (public agencies and consultants in field (100);
 - Selected HPS Public Art Planning Team contact lists (100).

 - ◆ Flyers were posted to following online groups:
 - Shipyard artist yahoo group, betterbayview yahoo group bay view calendar (Footprints), and on local police listserv.
- (2) A Media Alert was prepared and sent to a selected group of local journalists and media outlets (see Attachment C)

IV. PROFILE OF PARTICIPANTS

More than 60 people participated. The majority of participants were artists, many of whom were artists with studios at the Shipyard. Limited attendance of members from the Bayview Hunters Point community.

V. WORKSHOP FORMAT

The workshop included elements as described below and as outlined in the attached workshop agenda (see Attachment D)

- ◆ The Public Workshop Program began with a 30-minute welcome and summary presentation by the CAC, the San Francisco Redevelopment Agency and HPS Public Art Team.

- ◆ A presentation by HPS Public Art team member Myles Stevens AIA, and CAC member Marcia Dale-Le Winter addressed the founding principles of the Cultural Historic Recognition Program (CHRP) and provided background information on this decade long community planning initiative resulting in a CAC recommendation to weave historic and interpretive elements throughout the Hunters Point Shipyard Project Area.

- ◆ A HPS Public Art team member provided a brief “orientation to the site” in the form of PowerPoint presentation that included pictures and maps of possible public art location on Parcel A of the Shipyard. (see Attachment E).
- ◆ Five breakout groups were formed and facilitated by the HPS Public Art Team, each being composed of 8-10 workshop participants. Groups brainstormed and formulated ideas around the two main questions of this workshop: “How do we want to celebrate the Hunters Point Shipyard through Public Art?” and “What form should it take?” Each group worked individually for 40 minutes and then reported their findings to the plenary. A summary of major findings is included in section VI. ff this report. Unedited transcripts of group notes are included as Attachment F.
- ◆ The Workshop concluded with remarks by Thor Kaslofsky, Hunters Point Shipyard Project Director and closing remarks made by Dr. Veronica Hunnicutt, CAC Chair. Public comments emphasized the lack of community participation and suggested further community outreach.

VI. MAJOR FINDINGS AND CONSULTANT TEAM RECOMMENDATIONS

In summarizing the ideas of the break out session, seven major conclusions resulted from the workshop and form the basis of a framework that is being reviewed and analyzed by the HPS Public Art Planning Team. In addition each conclusion is accompanied by an initial recommendation.

The major conclusions are:

- (1) Continue the on-going commitment to the history, recognition and interpretive principles of the CHRP program.

Recommended Action: Seek responses to *Tell Your Story* (an attempt to collect stories from Hunters Point Shipyard and Bayview Hunters Point to inspire artists) and conduct outreach efforts to senior centers, retired Military serviceman, former Shipyard workers and families who grew up in former barrack housing. A copy of the *Tell Your Story* hand-out is included as Attachment G.

- (2) Emerging themes are to include public art guidelines that reflect the unique history of the diverse community, specific environmental elements including site conditions, proximity to the waterfront, and changing seasonal and climatic conditions.

Recommended Action: develop an online "resource library" of information of interest to artists responding to RFQ.

- (3) Include public art that is "user-friendly" to children and family use such as play elements or sculpture that can be climbed on or activated by use.

Recommended Action: exploring user-friendly public art options and considering inclusion in the RFQ.

- (4) Functional public art elements such as trails, lighting, seating, as well as wayfinding and interpretive art signage.

Recommended Action: exploring functional public art options and considering inclusion in the RFQ.

- (5) Seek ways to animate the newly developed project area with temporary and changing public programming which could include changing exhibitions, performances, outdoor film series and other public programs.

Recommended Action: Document this idea for future CHRP efforts. The funding source for the current project (Federal Economic Development Administration Grant) limits the commissioned public art to be physical in nature.

- (6) Meaningful community and youth involvement within the scope of the HPS public art project as well as the broader scope of planned arts activities anticipated or the larger project area.

Recommended Action: Find meaningful ways to involve local youth in internship and apprenticeship programs. Preliminary discussions resulted in preparation and submittal to Agency of proposal to continue Youth Job Training Program.

- (7) Need to conduct an enhanced community outreach effort to better appeal to the Bayview Hunters Point community, a historic place with a diverse population.

Recommended Action: enhance community outreach effort to best reflect diverse community. Meet with community leaders from service organizations, residential associations, churches, educational and recreational facilities and retail and business centers to gain their input and ultimately support public art efforts.

These major findings were analyzed and reviewed by the HPS Public Art Planning Team. The findings will inform the RFQ which will be released at the beginning of August 2009 and will also be taken into consideration throughout the life of the HPS Public Art Project.

VII. ATTACHMENTS:

Attachment A: Planning Schedule for HPS Public Art (note preliminary dates are subject to change)

Attachment B: Flyer announcing Public Workshop

Attachment C: Media Alert issued by HPS Public Art Planning Team (distributed to selected media)

Attachment D: Public Workshop #1 Agenda (hand-out)

Attachment E: Public Art Workshop PowerPoint presentation (prepared specifically for and presented at the Public Workshop #1)

Attachment F: Transcription 1-5 Break-out Session (transcribed without edit)

Attachment G: Tell Your Story (hand-out)

Attachment H: Selected photographs of event by Amabel Akwa-Asare, Micah Fobbs, Joseph Campbell, Barbara Ockel.