

MEMORANDUM

June 8, 2017

TO: MEMBERS, PORT COMMISSION
Hon. Willie Adams, President
Hon. Kimberly Brandon, Vice President
Hon. Leslie Katz
Hon. Doreen Woo Ho

FROM: Elaine Forbes
Executive Director

SUBJECT: Informational presentation on a proposed 2-year temporary art installation at the Pier 27 Cruise Terminal Plaza, sponsored by the Arts Commission as part of the Haifa / San Francisco Sister City Program

DIRECTOR'S RECOMMENDATION: Informational Only; No Action Required

EXECUTIVE SUMMARY

The Consulate General of Israel in San Francisco ("Israeli Consulate"), artist Saron Paz, and the San Francisco Arts Commission (Arts Commission) propose to install and maintain a temporary public art installation on Port property at Cruise Terminal Plaza on Pier 27, referred to as "Point of View". The Port would enter into a Memorandum of Understanding (MOU) with the Arts Commission, who will enter into a contract with the Israeli Consulate for the installation and responsibility of the sculpture for the length of the installation. The Israeli Consulate proposes to install the sculpture later this year, having it on display for approximately two years.

STRATEGIC PLAN CONFORMITY

The proposed sculpture installation supports two key goals of the Port's 2016-2021 Strategic Plan.

1. **Renewal:** Enhance and balance the Port's maritime and economic purpose, rich history, and changing relationship with the City, so the waterfront continues to be a treasured destination.
2. **Engagement:** Promote the richness the Port has to offer through education, marketing, and maintaining strong relationships with Port users and stakeholders.

This Print Covers Calendar Item No. 11A

PROJECT DESCRIPTION

Point Of View will connect the Sister Cities of San Francisco and Haifa, Israel through an interactive cultural exchange to take place on Port properties in each city. Each installation will feature an identical 25-foot tall light transmission tower to be collaboratively designed by an artist from each of the two cities. The light tower will be equipped with a digital camera at its top that will transmit real time images from the other city, viewable from a customized periscope placed at the base of the tower. Visitors to each site will view live feed from the other's tower.

The sculpture will be placed in the central plaza space of Cruise Terminal Plaza between the Beltline Building and the James R. Herman Cruise Terminal. Its structure will be a set of nine curved vertical metal tubes extending its full height. Horizontal metal blades will connect the metal tubes and allow air and views through the structure (see attached images).

Point Of View will be a symbol of cultural collaboration between Haifa and San Francisco. The project will use art and technology so that visitors to each site can discover and connect with the culture of the other city. The viewers might be struck by the similar characteristics of the terrain, quality of light, and context in each of our cities. Although visitors to the sculpture are the primary audience for this project, an accompanying web-based access will reach a larger audience.

The launch date is anticipated for late this summer, with the sculpture expected to be in place for approximately two years. Following removal of the sculpture the Port plans to place a permanent sculpture in the same approximate location as required by the San Francisco Bay Conservation and Development Commission's ("BCDC") permit for the Pier 27 Cruise Terminal project. BCDC Permit No. 2012.002.05 states that the permanent art will be in place by five years after the Cruise Terminal Plaza is completed, which would be September, 2019. The Port will be working through the Arts Commission using a portion of the City bond funds used to construct Cruise Terminal Plaza for the permanent installation. The Arts Commission will conduct a selection process for the artist, solicit comment from the Port's citizen advisory committees, and present the artist selection and art proposal to the Port Commission for its review and approval.

USE OF PORT PROPERTY

Public art generally has enjoyed positive public comments¹ and has attracted more visitors to the waterfront and to other waterfront uses. The Port's current Monthly Rental Rate Schedule includes a Public Art Rate Schedule for art installations in six Port locations, including Pier 27 Cruise Terminal Plaza, as approved in Port Commission Resolution 15-21 on June 23, 2015.² Resolution 15-21 authorized the Port's Executive

¹ Port staff generally presents public art proposals to the Ports citizen advisory committees in affected areas to inform and solicit input. The Haifa sculpture will be presented to the Northeast Waterfront Advisory Group on June 22, 2017. Public comments will be heard by the Arts Commission staff and relayed to the Port's Executive Director.

² The June 23, 2015 Port Commission staff report stated that for most art installations, the Port enters into a License with the sponsoring group or a MOU with the Arts Commission, and does not charge a fee for use of Port property. Port staff identified six sites that would be attractive for public art and not displace revenue generating uses.

Director to waive the License fee and enter in MOUs with the Arts Commission for public art installations. For Point of View, the Israeli Consulate will enter into an agreement with the Arts Commission to cover costs for its installation, maintenance and removal of the sculpture. The Port will enter into a Memorandum of Understanding (MOU) with the Arts Commission to define agency responsibilities. The MOU will require the City to accept liability for the installation, define the term of the exhibit, and specify the removal conditions.

The Port Commission has previously waived license and permit fees for public art when the installations have met the following: (1) the location cannot be leased for another use during the same time frame; (2) the installation does not require an expenditure of Public Trust funds; and (3) the installation is considered a benefit to the Trust. Port staff believes that the Point of View installation meets these criteria, and will be an activating contribution to the Cruise Terminal site.

PERMITTING & ENVIRONMENTAL REVIEW

Installation of Point of View will require the applicant to apply for and obtain an encroachment permit from the Port. The encroachment permit requires building code compliance.

Per the BCDC permit, the Cruise Terminal Plaza is “dedicated public access”. The Port has asked BCDC to review the project and to determine if it is consistent with the existing permit conditions.

Environmental analysis for the art installation was completed in the Final Environmental Impact Report prepared for the Pier 27 Cruise Terminal project (Case File 2010.0493E, FEIR Dec. 15, 2011), which anticipates a permanent sculpture in this approximate location.

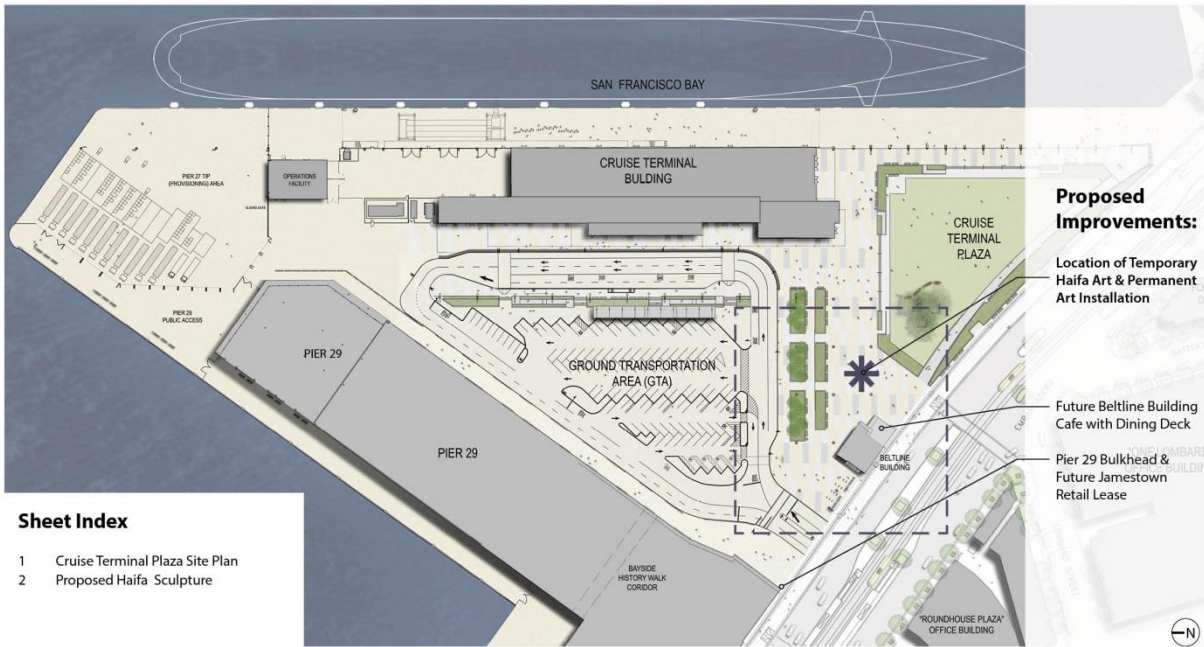
CONCLUSION

Staff will prepare a MOU for the Port’s Executive Director to enter into with the Arts Commission to waive fees and define term for installation, with provisions to assign liability to the City and specify the removal conditions.

Prepared by: Dan Hodapp,
Senior Waterfront Planner

For: Diane Oshima,
Deputy Director, Planning & Environment

Attachment: Pier 27 Cruise Terminal Plaza Site Plan and Images of proposed Point Of View sculpture



Haifa Sculpture Installation Plan
 Pier 27 Cruise Terminal Temporary Art Site Plan

Port of San Francisco

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View of Haifa Sculpture from Embarcadero Promenade.

Haifa, Israel is a sister City of San Francisco. The proposed temporary art piece, titled *Point of View*, is one of two identical, stylized lighthouses to be located in San Francisco and Haifa, Israel. The lighthouses are connected through "periscope" viewfinders, which show live-streaming views from the other sister city. The 25-foot-tall structure is made of metal with blades of perforated aluminum sheets. *Point of View* is proposed to be in place for approximately two years until the permanent Cruise Terminal art piece is developed and installed.

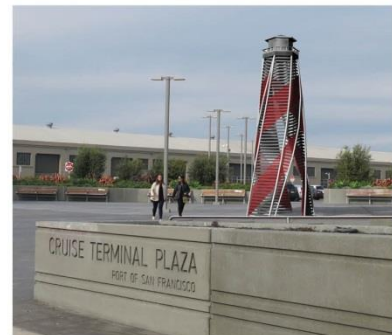


Photo simulation looking from Embarcadero.

Haifa Temporary Art Installation

Port of San Francisco

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