



CITY OF
**PALO
ALTO**

Palo Alto Staff Report to Public Art Commission

April 11, 2019

RE: 565 Hamilton Avenue Initial Review

SUMMARY

Lighthouse Real Estate Holdings, LLC and developer Wilson Meany have submitted the attached packet for initial review by the Public Art Commission for public art in private development. The Public Art Commission is asked to give feedback on the planned art selection process.

BACKGROUND

The proposed project would merge three existing parcels and redevelop the combined parcel with a three-story, mixed-use development that includes underground parking at the intersection of Hamilton Avenue and Webster Street. The total lot area of the merged parcels would be 22,450 square feet (sf), approximately 0.5 acres.

The proposed building is a 40 feet tall, would include 19 residential rental units, and up to 7,450 square feet of office space. The project would have a contemporary design using wood, textured fiber cement board, board formed concrete, plaster, cedar wood soffits, glass, painted aluminum trellis and painted metal cladding. Private open space terraces are included on the first and third levels, as well as shared common open spaces on the third level (terrace) and a ground level open air central courtyard. General open space areas are provided in the rear (redwood terrace space) and side setback areas.

DISCUSSION

The applicants met with Public Art staff in October of 2018 to initiate the public art process and discuss options for art incorporation on the site. At that meeting, the applicant indicated their interest in commissioning art onsite rather than pay an in-lieu contribution to the Public Art Fund. The public art application submitted in March 2019 indicated an art budget estimate of \$124,000. The applicant has contracted with Danielle Fox of SLATE Art Consulting to manage the artist selection process and project management for the artwork.

The Public Art Commission is asked to weigh in with feedback regarding the proposed placement of artworks at the 565 Hamilton site, the proposed artist selection process, and any other considerations that the applicant team should keep in mind in their art development process.

TIMELINE

The project is scheduled to go to the Architectural Review Board the morning of April 18, and the applicant team and staff will be able to share any feedback that may potentially impact the art placement at the evening Public Art Commission meeting. SLATE Art Consulting estimates that they will have completed the artist selection process and be ready to return to the Public Art Commission in August or September 2019 for final review. The applicant team hopes to begin construction in early to mid-2020.

HAMILTON–WEBSTER PUBLIC ART

Initial Project Approach

To be presented by Danielle Fox of SLATE Art Consulting on behalf of Developer: Wilson Meany and Owner: Lighthouse Real Estate Holdings LLC.

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510-325-6659

April 18 2019

SLATE
CONTEMPORARY GALLERY
+ ART CONSULTING
473 25th Street, Oakland, CA 94612

Introduce SLATE ART LLC

Site

Look and Feel

Selection Approach

Project Timeline

Budget and Schedule of Payments

INTRODUCE SLATE ART LLC

Site

Look and Feel

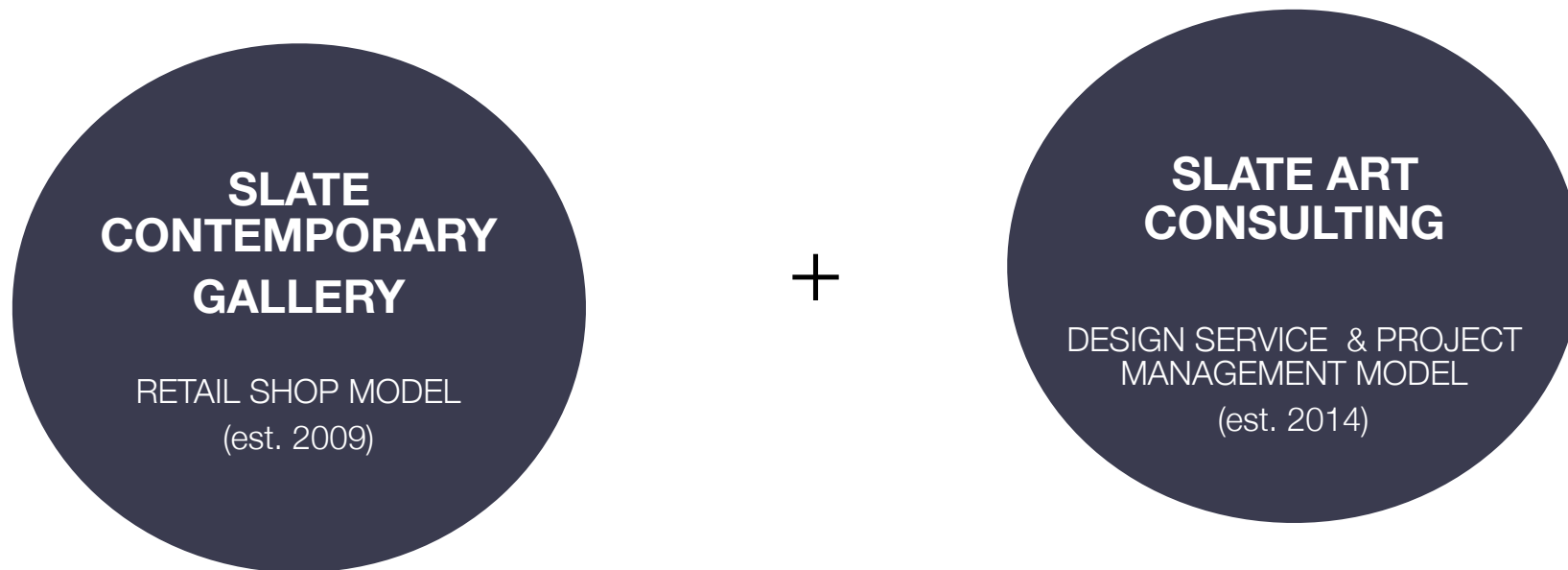
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Introduce SLATE ART LLC: Business structure and brands

SLATE ART LLC was founded in 2014 from a merger between SLATE contemporary gallery (founded by Danielle Fox in 2009) and Artful Solutions (a commercial art consulting business founded by Shelley Barry in 1999). SLATE ART LLC operates two businesses, SLATE contemporary Gallery and SLATE Art Consulting.



Have: Art

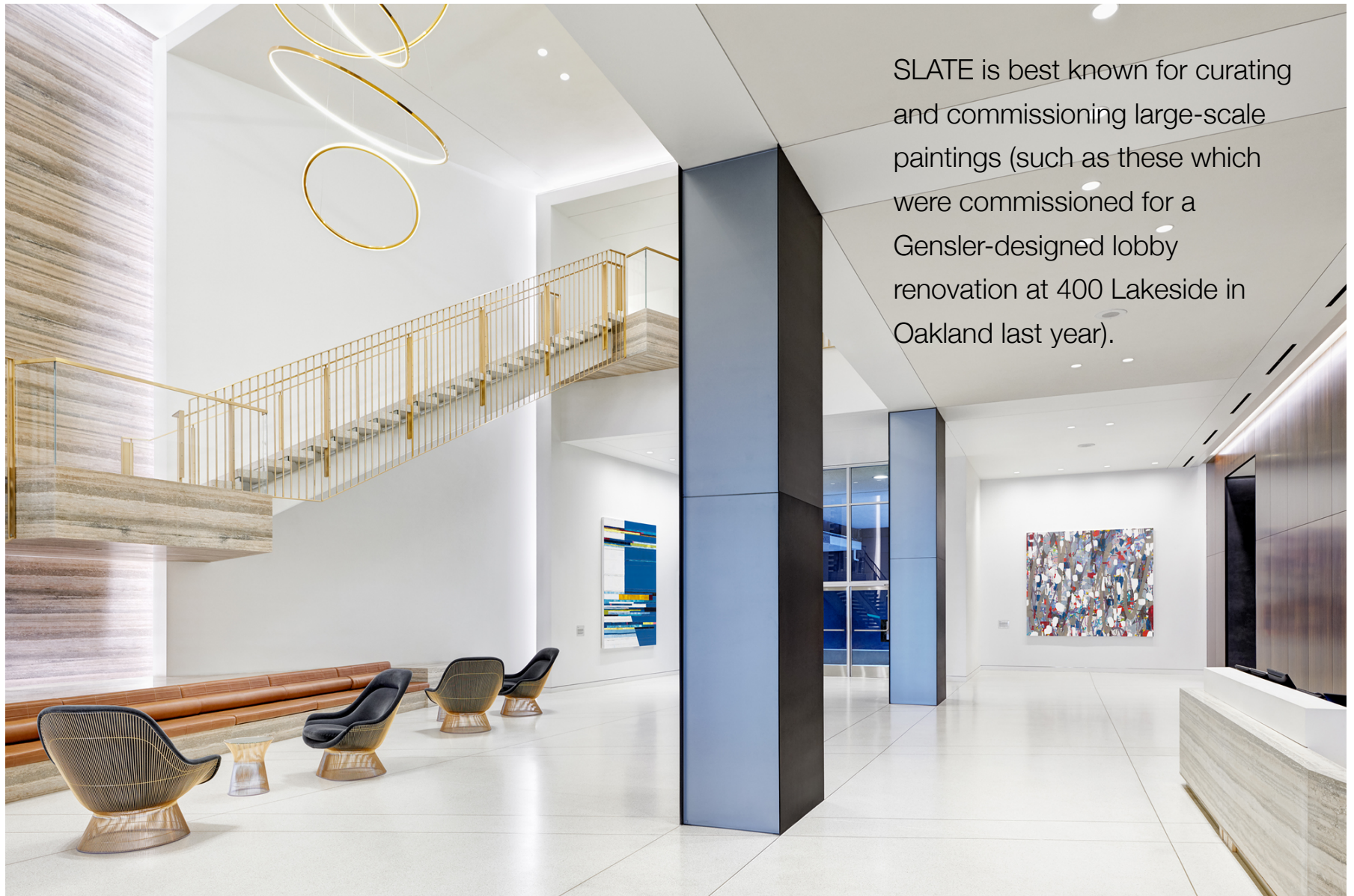
Goal is to find: Collectors with need and space

Have: Collectors with need and space

Goal is to find: Art

Sometimes art from the gallery fits an art consulting project, but more often than not, we are sourcing from artists represented by other galleries, direct from artists studios, and from artists and publishers based in other states or even in other countries—whatever it takes to find the best piece for the client's space at the price they can afford.

Introduce SLATE ART LLC: Projects

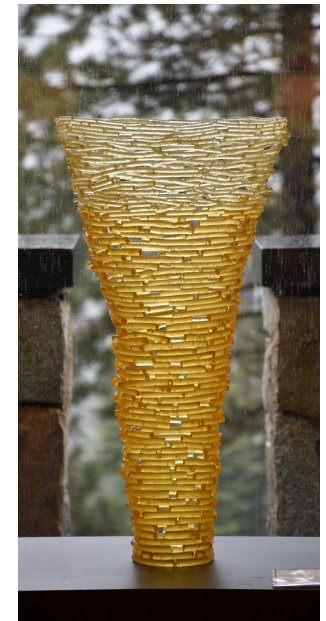


SLATE is best known for curating and commissioning large-scale paintings (such as these which were commissioned for a Gensler-designed lobby renovation at 400 Lakeside in Oakland last year).

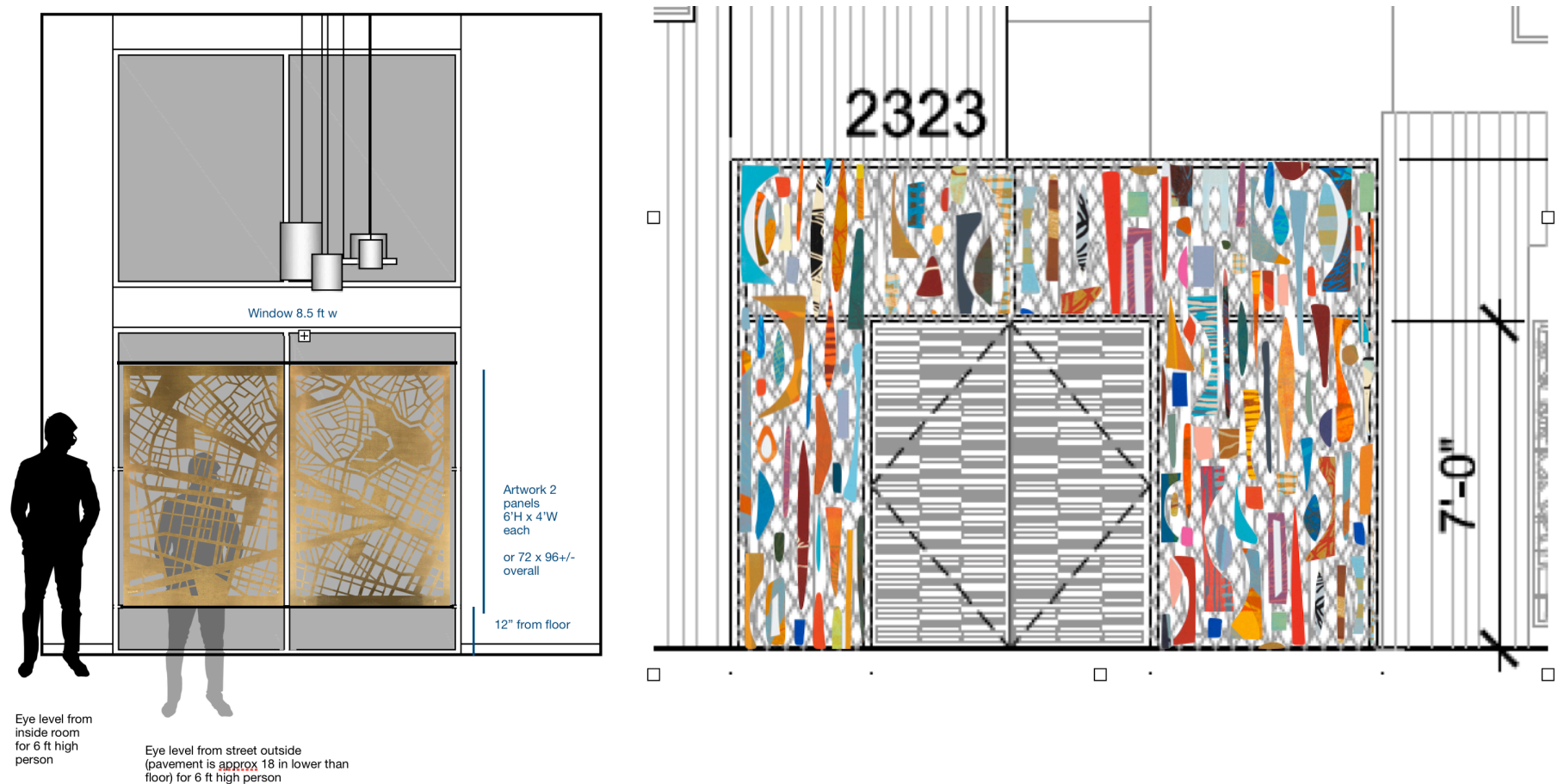
Introduce SLATE ART LLC: Sculpture Commissions and Placements



However we also have experience commissioning three-dimensional wall art and free-standing sculptures for private and corporate clients. SLATE has established relationships with many Bay Area sculptors whose work we have curated into exhibition programs at SLATE gallery, corporate lobbies, and at the Ritz-Carlton Northstar.



Introduce SLATE ART LLC: Public Art Projects



SLATE is new to public art but we are currently working on several projects for Bay Area developers in a variety of media. These include an interior brass screen, a powder-coated metal decoration for a gate, a perforated metal wrap for a stairway, a printed glass facade, and artisanal ceramic tile for a building exterior.

Introduce SLATE ART LLC

SITE

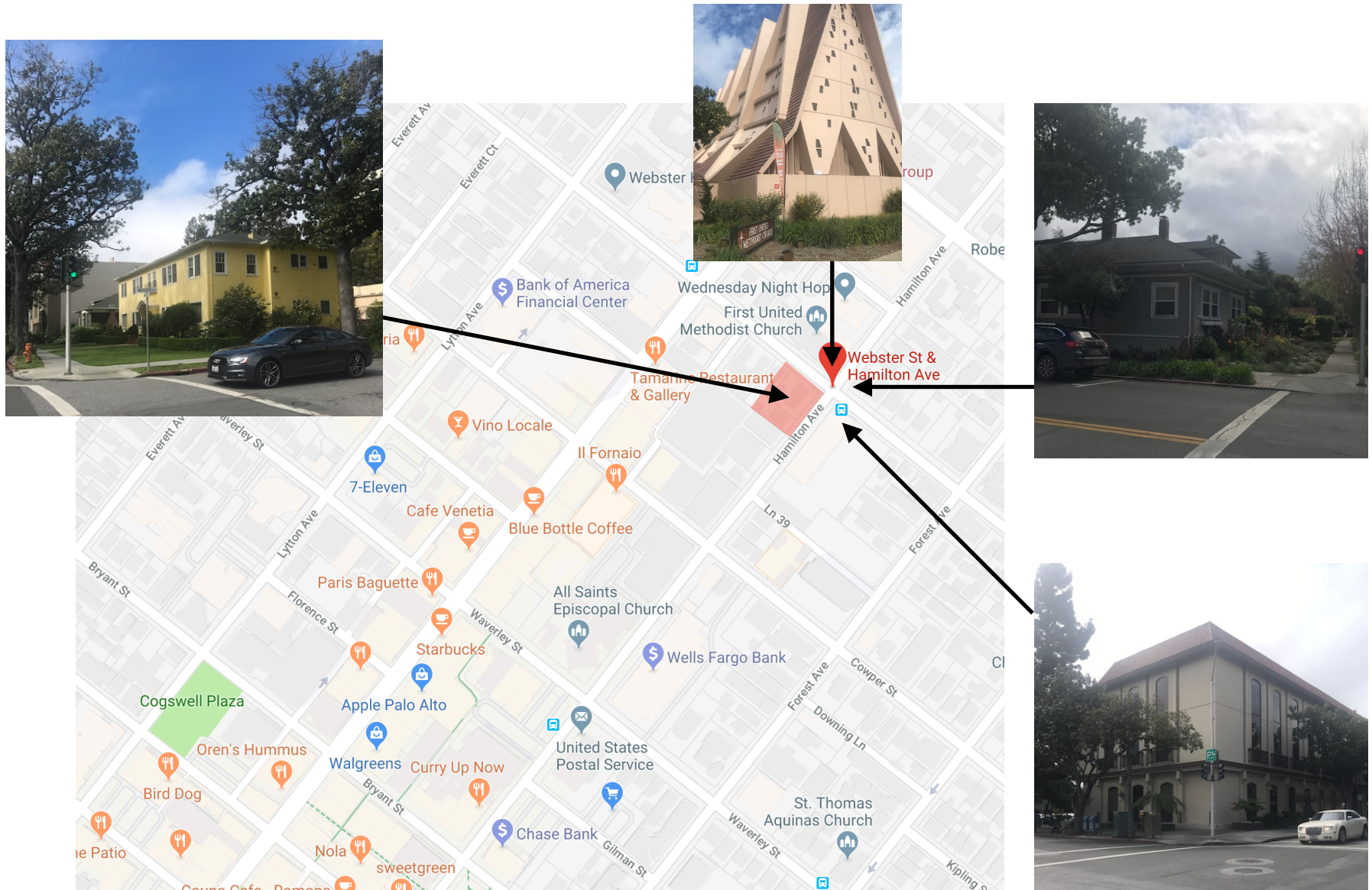
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Hamilton Webster Site: Location



Location of Hamilton-Webster project vis-a-vis Palo Alto's main business district and surrounding buildings.

Hamilton Webster Site: Proposed Art Locations



Proposal is to place a free-standing sculpture in Location A (the covered but open entry pavillion).

If \$73k art budget allows for two sculptures, then a second piece would be placed in Location B (courtyard).

Loc A has been prioritized not only because it is at an entrance, but also because it is closer to street, and can be seen and enjoyed by people passing along both Webster and Hamilton.

Hamilton Webster Site:

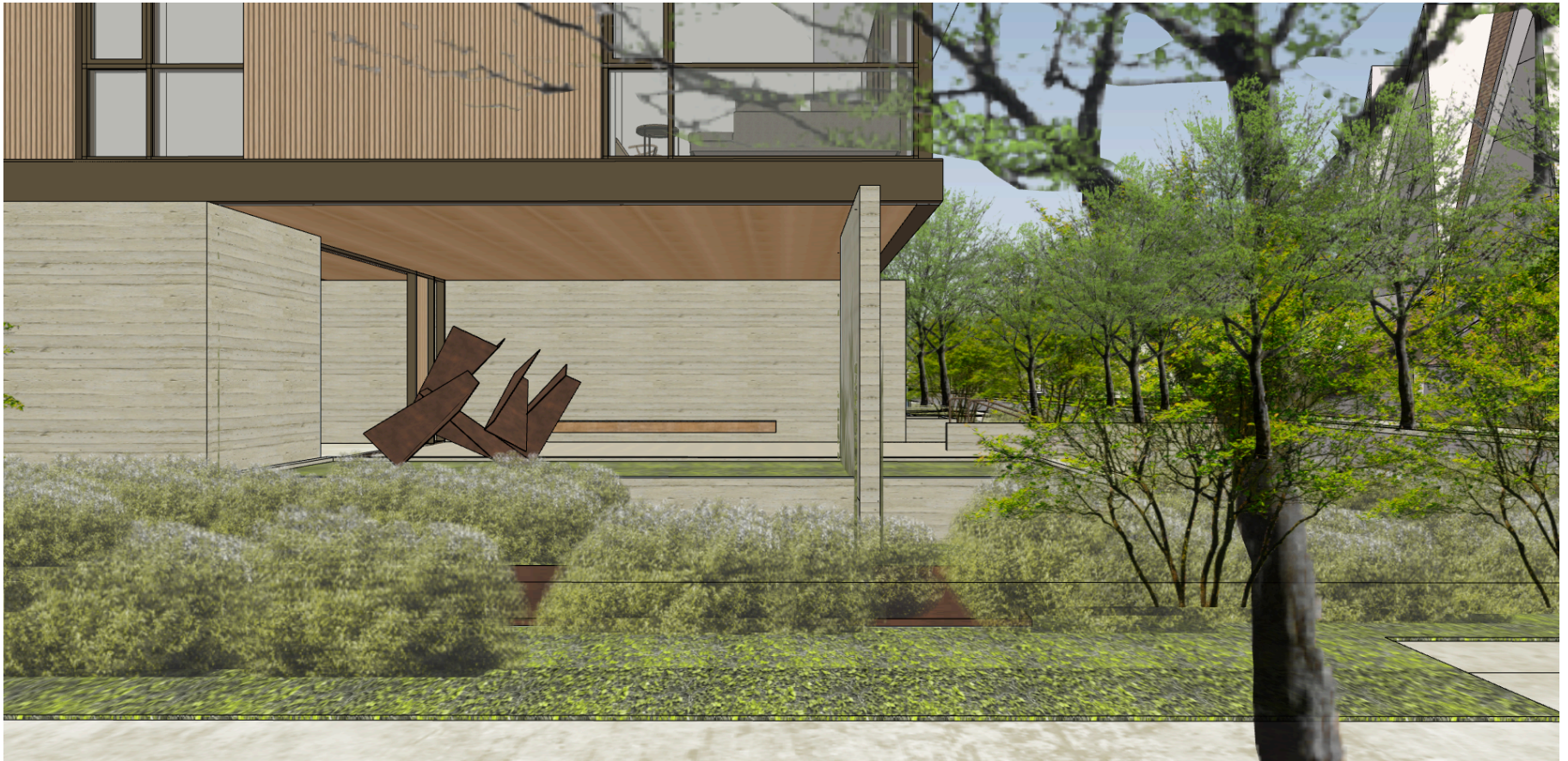


HAMILTON AVENUE ELEVATIONAL PERSPECTIVE

Hamilton Webster Site: Location A viewed from Webster Street



Hamilton Webster Site: Location A viewed from Hamilton Avenue



Hamilton Webster Site: Location B viewed from Hamilton Avenue



Introduce SLATE ART LLC

Site

LOOK AND FEEL

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Look and Feel: Initial Specifications

Proposal is that the sculpture(s) be as described below:

Material: Steel or bronze (stone would also be nice but is probably not in the budget).

Color: Dark brown, to tie into metal accents on building and to pop off of lighter grey concrete background.

Finish: Either corten (rusted), or painted (with a clear coat to seal), or patina (chemical treatment)

Style: Abstract or very abstract reference to the human figure

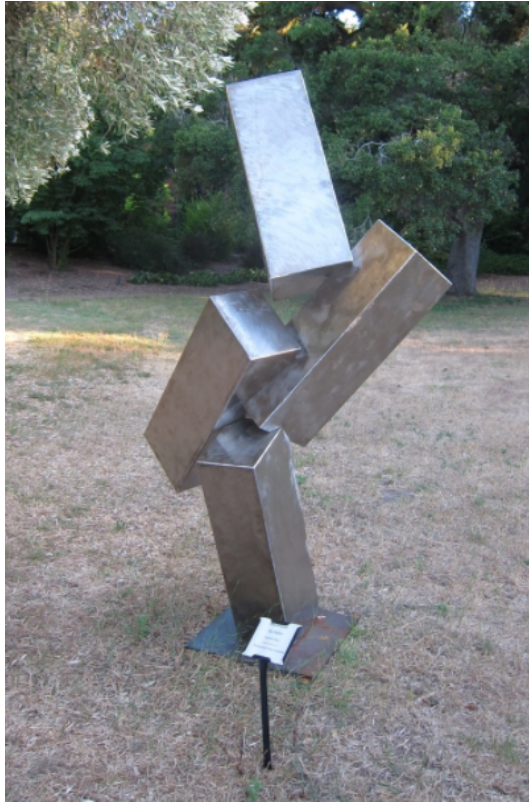
Shape: Seeking work that has a substantial volume and a captivating silhouette.

Art Size: Loc A: up to six feet tall, up to five feet deep, and up to eight feet long. (Preferred orientation is horizontal). Art size Loc B: up to seven feet high, up to five feet in diameter. (Orientation could be horizontal or vertical).

Footings: Artwork will be bolted to concrete pad, landscaping will likely cover connection point.

Lighting: Due to overhang, there are opportunities to light the works both from above and below.

Look and Feel: Inspiration Images



Above: inspiration photos that broadly capture potential approach if we go with a more geometric abstract approach.

Look and Feel: Inspiration Images



Above: inspiration photos that broadly capture potential forms if we go with a more fluid abstract approach.

Look and Feel: Inspiration Images



Above: inspiration photos that broadly capture the intended look and feel if we go with a more figurative approach.

Introduce SLATE ART LLC

Site

Look and Feel

SELECTION APPROACH

Project Timeline

Budget and Schedule of Payments

Selection Approach

1. Art Consultant to build list of sculptors by researching in SLATE's existing sculptor database, reaching out to SLATE's art dealer network, and on the internet.
2. Art Consultant will present 5-10 artists to client and architects. Group will rank artists and identify a short list of 2-3 artists to approach.
3. Art Consultant will contact artists to gauge interest and discuss pricing.
4. If there is interest, Art Consultant will send artists a RFP.
5. Artists will indicate interest by submitting a cover letter and portfolio.
6. One or two artists will be selected to commission for designs. A small fee will be paid to the artists to prepare sketches and/or maquettes for two potential locations.
7. Based on the designs received, one or two artists and one or two designs will be selected for the project.
8. Art Consultant will contract the artists to produce the artwork, starting with a 50% deposit.

Note: The artist pool will *not* be limited to Bay Area, but the thought is that we might get more for our money if we use local (rather than internationally renowned) artists, so that will certainly be a focus.

Note also: We will also consider pre-existing works of art rather than just commissions, in case we happen to find one that meets our criteria, especially for location B.

Introduce SLATE ART LLC

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Look and Feel

Selection Approach

PROJECT TIMELINE

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PHASE I: PROJECT PLANNING AND APPROVALS

April 2019 - Project Kickoff

- Initial Meetings with Stakeholders
- Preparation and presentation of Initial Art Plan to the City of Palo Alto Public Art Commission (PAC).

May-June 2019 - Research

- SLATE shops for pre-existing works in case any meet requirements, researches artists to propose for commissioned work, and prepares presentation.
- SLATE presents art options to stakeholders, group selects one or two artists whose styles compliment and enliven the architecture, and who have track records demonstrating their professional capacity to deliver commissioned works of art.

July-August 2019 - Design Development

- SLATE works with selected artist(s) to develop designs that are attractive, proportioned appropriately to the site, relatively simple to transport and install, are durable and long-lasting (requiring minimal maintenance), and can be made and delivered within the monetary budget and within the desired time-frame.
- SLATE pays Artists to create sketches and/or maquette to demonstrate artistic intent.
- SLATE presents artists' designs to stakeholders to make final selection of artist and design.
- SLATE meets with GC and engineer to review site preparation and installation plan.
- SLATE gets initial quotes for delivery and storage, as needed.
- SLATE finalizes project budget.
- SLATE prepares, submits, and presents Final Public Art Plan to PAC

September-November 2019 - Revisions and Final Details

- SLATE and artist modify plans if/as needed according to feedback from PAC, re-submitting if necessary.
- Receive approval for Final Public Art Plan.

December 2019-May 2020 - Permitting

- Client submits for and receives building permit.

PHASE II: PROCUREMENT AND FABRICATION

June-July 2020 - Procurement

- SLATE to execute commission contracts with selected artist(s) that comply with the California Preservation of Works of Art Act, VARA, and other applicable Federal and State copyright laws.
- On receipt of deposit from client, SLATE pays deposit to artist(s) to begin fabrication.

July-December 2020 - Fabrication and Delivery

- SLATE monitors production, providing periodic reports to client regarding progress of work.
- SLATE provides photographs of final artworks to Client for approval, with option for an in-person studio visit, assuming artist is local.
- SLATE arranges for a third-party subcontractor to deliver artworks to client's storage location so that client takes possession of artwork.
- SLATE delivers documentation for artwork (certificates of authenticity, insurance values, artist bios, and maintenance plans) to the client.
- SLATE invoices client and pays artists for their work (releasing title, which transfers directly to the Client).

PHASE III: INSTALLATION

June-July 2021

- SLATE liaises with general contractor to plan delivery and installation.
- SLATE oversees design and production of durable plaques recording titles of works and artists names, according to City of Palo Alto requirements.

August 2021 (or later as determined by construction schedule)

- SLATE ensures that artwork is transferred to the site from storage location.
- SLATE is on-site on installation day, to ensure that artwork and plaques are installed to expectations.
- Art is in place for the public to enjoy!

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BUDGET AND SCHEDULE OF PAYMENTS

SLATE
CONTEMPORARY GALLERY
+ ART CONSULTING

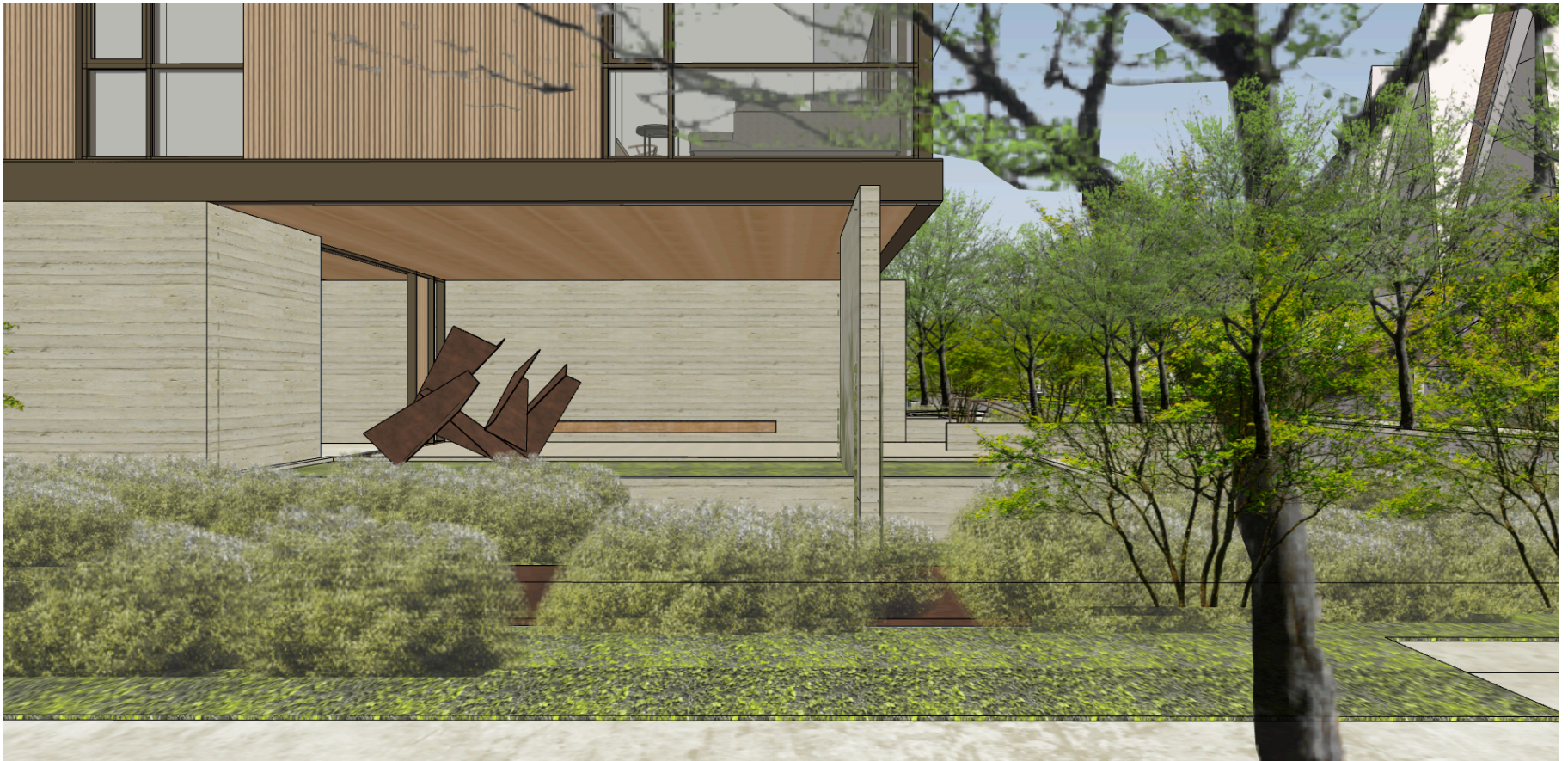
Budget

Description		Cost
HAMILTON WEBSTER PUBLIC ART OBLIGATION		124,000
SERVICE EXPENSES	City Administration Fee 5%	-6,200
	Art Consultant Service Fee 15%	-18,600
	Design Fees (paid to artists for initial designs)	-2,000
	Engineering Review + Installation Plans	-3,000
	Site Preparation including footings	-2,000
	Lighting design and installation	-5,000
	Crating, Delivery	-3,000
	Installation	-3,000
	TOTAL SERVICES	-42,800
GOODS EXPENSES	Sculpture (1 work, possibly 2)	-73,495
	Plaques/signage	-1,000
	TOTAL GOODS	-74,495
	Sales tax 9%	-6,704.55
		-81,199.55
TOTAL PUBLIC ART PROJECT EXPENSES		-123,999.55

Schedule of Payments

DATE	AMOUNT	WHAT FOR
APRIL 2019	\$1,860	10% of service fees with signed agreement, for project management work completed.
	\$1,860	10% of service fees with initial Art Plan submitted to PAC and in-person presentation of Initial Art Plan to the PAC.
MAY 2019	\$2,000	Project expense: for two artists to create two designs each.
	\$3,100	Project expense: Palo Alto Public Art Administration Fee Payment #1 payable within 30 days of submission of initial application.
SEPT 2019	\$3,720	20% of service fees for presentation of art concepts and artists designs to stakeholders and presentation of Final Art Plan to PAC.
OCTOBER 2019	\$3,100	Project expense: Palo Alto Public Art Administration Fee Payment #2 payable within 60 days of submission of final application.
DECEMBER 2019	\$3,720	20% of service fees on approval of Final Art Plan from PAC.
JULY 2020	\$36,747	Project Expense: 50% of art costs to go to artists to start fabrication.
DECEMBER 2020	\$36,747	Project Expense: 50% of art costs to pay artists balance due following delivery.
	\$6,615	Sales tax on art
	\$3,720	20% of service fees for Delivery of artworks to client's possession and Artwork documentation
	\$3,000	Project Expense: Estimated crating and delivery costs.
DECEMBER 2021	\$3,720	20% of service fees for overseeing transfer to site and installation of art and plaque.
	\$1,090	Project expense: plaque and sales tax.
CLIENTS TIMING	\$13,000	For engineering, site design and prep, lighting, install.
TOTAL	\$123,999	

Your vision



Imagine it is three years from today. You are strolling down the sidewalk and take a moment to rest on this bench. What experience would you like to have? What would you like to see here?